

The MANUFACTURING CONFECTIONER

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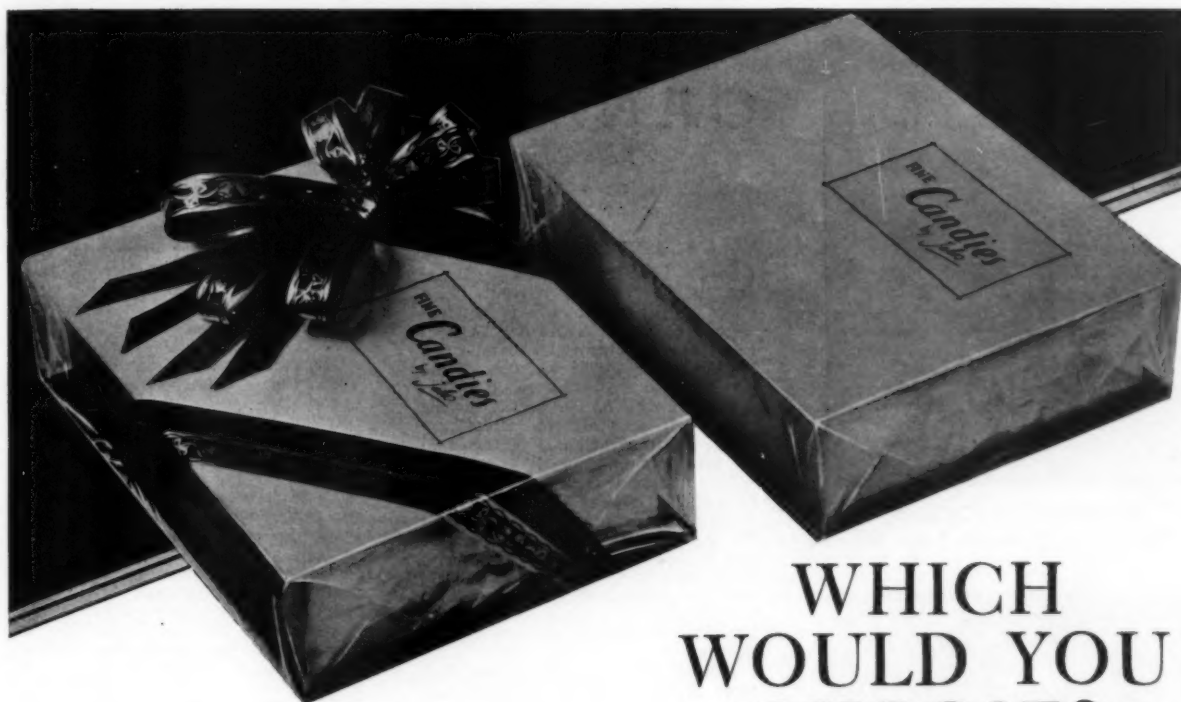
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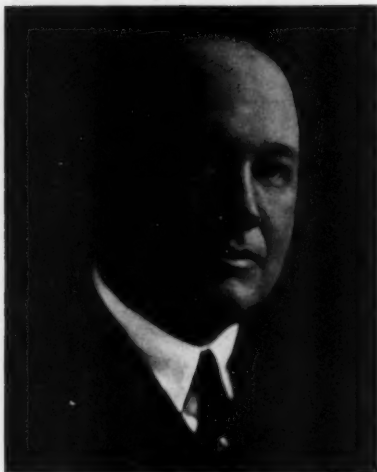
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H. B. FISHER
Durand Company, Cambridge, Mass.

WHO'S WHO IN THE CANDY INDUSTRY

*Fostering the Idea of Getting Better Acquainted
with Prominent Members of the Industry*

GEORGE T. PECKHAM

GEOERGE T. PECKHAM started out thirty-nine years ago as an office boy in his uncle's candy factory. Now one of the key men of the confectionery industry, Mr. Peckham is general manager of the consolidated factories of the National Candy Co., St. Louis, and he also serves as a director of this extensive firm which has factories in six different cities.

Mr. Peckham is in the public eye of the industry at present as head of the cost committee responsible for the "yardstick of costs" plan being prepared for the manufacturing confectioners by the new N. C. A. administration. He was elected to membership on the Association board of directors at the recent convention.

George Peckham has long fostered the activities of the N. C. A., as a member of the executive committee during the years 1923 to 1925 and later for three more terms. He was a zone chairman in 1933 and served on the industrial board in 1934.

Notably outspoken in airing his views, Mr. Peckham is equally as direct in his warm geniality, hence his friends in the industry are legion.

An uncle, O. H. Peckham, headed the O. H. Peckham Candy Manufacturing Company in St. Louis when young George entered the industry as an office boy. Next he was a bookkeeper and then salesman. In 1902 this company merged with fifteen other prominent candy companies and formed the National Candy Company. Mr. Peckham since then has been affiliated with the National Candy Company.

He likes fishing and apple pie. Also mystery stories. And perhaps one of the most impressive things about him is his family of three sons: George, 29; Bill, 26, and John, 22. The middle son, William, is a candy man, working in the consolidated factories.

"No, I don't play any musical instruments," says he, "but will probably soon play a harp." Mr. Peckham!

W. H. P. ANDERSON

WILLIAM HARVEY PATENT ANDERSON is president of the Paris Candy Company, general line firm of Paris, Texas. Mr. Anderson became affiliated with the confectionery industry some twenty-five years ago. He began as president of the Paris Candy Company and has continued in the same capacity.

Ideal preparation for this role was gained from his connection with the retail grocery and wholesale grocery industries.

Quiet and unobtrusive, W. H. P. Anderson, as a director of the N.

C. A., is a member valued for his deep-rooted sense of fairness and for his consideration of others. In 1932 he officiated as an executive committee member of the Association.

Mr. Anderson is a member of the Texas Candy Club. He also belongs to the Paris Golf Club, Rotary Club, Gordon Country Club and Little River Country Club. This preponderance of clubs still leaves him time for one of his favorite pastimes: reading. He concentrates on law and fiction with a dash of detective stories for relaxation.

During the World War Mr. Anderson was a deputy county food administrator and served on a draft board. He has always been interested in and has sponsored various charities, among them the King's Daughters and the Red Cross.

There are four children in the Anderson family, two girls, Catherine and Nellie, and two boys, Billie and Hugh, the latter associated with his dad as sales manager of the Paris Candy Co.

Favorite sport: golf. Born in Clark county, Kentucky, and educated in Missouri and at the North Texas Normal College.

H. B. FISHER

ATHREEFOLD combination of ambition, sagacity and aggressiveness has given Henry B. Fisher a generous measure of success this past decade. Twenty-four years ago Mr. Fisher was astute enough to seize the opportunity to tie up with, as he describes it, "a fast expanding industry." He is now vice-president and general manager of the Durand Company located in Cambridge, Mass.

Mr. Fisher has frequently been dubbed "the individualist of the candy industry," and is outstanding for his independent character. He has participated in industry activities to considerable extent, and is now acting as a director of the National Confectioners' Association.

Formerly he functioned as vice-president and president of the New England Confectioners' Club and at present is vice-president of the New England Manufacturing Confectioners' Association.

Henry Fisher was born and educated in Boston. He is married and has two children, 16-year-old Barbara and Gloria L., 10 years old. He displays both good taste and discrimination in living in Belmont, Mass., situated on hills overlooking picturesque Cambridge. Further evidence of these two traits is his choice of Ogunquit, Maine, for a summer home.

Mr. Fisher holds membership in two clubs: the Belmont Springs Golf Club and the Exchange Club of Belmont.



Editorial

Product Imitation Out

IT IS appropriate that we should refer in this issue, which is devoted in a large measure to packaging, to the blow which has been struck against the practice of product substitution and product imitation.

It came through the New York Supreme Court decision prohibiting competing manufacturers from continued imitation in name and package of the medicated product Baume Bengué. It furnishes a weapon to manufacturers in all industries against commercial pirates, who have attempted to substitute in the hands of the consumer their merchandise for the original well-advertised products.

The court decision means that such imitation can be ended even where there is no outright trademark violation.

The defendants in the Baume Bengué case began marketing a product in 1932 which they called "Baume Analgesique." This was 34 years after the introduction of the original Baume Bengué Analgesique. The defendants were among a number who had attempted to take advantage of the demand for the original preparation. The words were used in various combinations on the labels of the imitation products.

Concluding three years of litigation, the court's ruling was as follows:

The circumstances that the words "Baume Analgesique" accurately describe the defendant's mixture does not authorize the defendants to employ them in such a manner as to pass off their compound for that of the plaintiffs.

To contend that common or descriptive words may not, by long and constant association with a given product, acquire such a meaning in the public mind that another may not be stayed from employing the same legend is to contend for the non-existence of the doctrine of secondary meaning. The consequence would be the unharnessing of competition; commercial rivalries would become vendettas.

Despite all the words in the English dictionary available to the defendants, they resorted to the French and commandeered the precise words employed by the plaintiffs for more than three decades. Obviously this duplication of name was not a mere accident or coincidence. The honest policy, the forthright course for a merchant who believes in his product is to avert confusion and deception by avoiding duplicating a name. The defendants' motive for adopting for its compound the legend "Baume Analgesique" was not legitimate or honest.

The manifest design was to feed upon the reputation, the goodwill and the advertising of the plaintiffs.

Since the defendants spent practically nothing in advertising their compound, by what process could the public know of their product? The public knows what is made known to it. The demand for this compound was created by the plaintiffs. Therefore, to permit the defendants to garner the crop sown by the plaintiffs would not only sanction unjust enrichment, but would operate as a fraud upon the public.

Manufacturers of the confectionery industry should familiarize themselves with the import of this court decision. Imitation of names, labels, wrappings, and containers has long been rampant in confectionery manufacturing and distribution.

Commerce Dept. Services

THE Foodstuffs Division of the Bureau of Foreign and Domestic Commerce, of the Department of Commerce, is adding new features to its many services enjoyed by the confectionery industry. The latest is a fortnightly release called "Foodstuffs Round the World—Sugar, Confectionery, and Nuts." Copies are available at the subscription rate of one dollar per year.

The review contains reports on crop conditions on raw materials and marketing possibilities of confectionery in various foreign lands. These are prepared by American Commerce Attaches in strategic cities throughout the world.

Other reports prepared by the department for distribution to this industry include those on Exports and Imports of Confectionery, Monthly Sales of Confectionery and Chocolate Products in the U. S., and the Annual Report on Confectionery Sales and Distribution. It is possible that services on costs of production will be instituted in the future, which will be a valuable supplement to the cost studies made among the manufacturers and wholesalers some time ago.

It is obvious that the support of the industry is necessary if all these services are to be continued by the Department and others added. Appreciation of them should therefore be expressed by the industry, and the reports used by the individual members.

An Outstanding Designer Discusses

TACKLING THE PACKAGING PROBLEM

★ By ERNST A. SPUEHLER

Herbert Bielefeld, Designers, Chicago,
Manufacturing Confectioner Consulting Designer

EVERY day in the changing confectionery market, manufacturers are confronted with new problems of packaging. Today, more than ever before, their products need to be dressed attractively,—including everything from box tops, bags, paper wraps, and labels, to individually wrapped pieces.

The greatest merchandising aid that a confectionery manufacturer can give his product is to present it to the eye and mouth of the consumer in the most tempting and sanitary manner. Some of the wholesale and retail manufacturers realize this, and they are keeping abreast of the times with new and better ideas. Still, many others do not seem to appreciate the tremendous importance of effective packaging in its relationship to the sales of their goods.

Many Candy Containers Lack Package Personality

My personal observation over a number of years in contact with confectionery packaging, including analyzing the many packages submitted to the present Quarterly Packaging Clinics of THE MANUFACTURING CONFECTIONER, convinces me that there is a wide field for improvement with respect to candy package design. A weakness of the majority of candy wraps and containers is that they all look very much alike. A characteristic trait of the average manufacturer is that he fails to give his product a *package personality* distinctly of its own. Furthermore, many overlook the opportunity of establishing a "family resemblance" in their packages, which will become recognized by the consumer wherever displayed.

While there is much that should be done toward better packaging, in view of what has been accomplished in the past decade, we must admit that the candy industry has made considerable packaging progress. Transparent cellulose, for example, is one of the newer materials which has helped literally to revolutionize confectionery packaging and merchandising in recent years. It has given unlimited possibilities to visible dis-

THE GREATEST merchandising aid that a confectionery manufacturer can give his product is to present it to the eye and mouth of the consumer in the most attractive and sanitary manner.

play of the merchandise, but still we have the problem of good exterior design of the container.

In viewing the whole field of candy packaging, considering the thousands of designs produced, there are comparatively very few packages which can be classed as well balanced jobs. The outstanding examples are the exception rather than the rule. The majority can be characterized as "mine-run." Many of them attempt to imitate a leading and successful item, or else they are so conventional that they are lacking in appeal.

Same Effort Devoted to Production Should be Applied to Packaging

Those who know good packaging and what it will do to increase sales, urge the manufacturer to follow through with the same exacting effort which he spends on the various stages of product production to the final and most important stage of its attractive preparation for sales display.

Manufacturers are accustomed to the preliminary research work which is essential to produce a marketable product. Every ingredient is tested, cost compared, quantity, sizes and weights established. The men entrusted with these far-reaching and all-important decisions are experts in their line and trade. In confectionery production, the work of these experts plays an important role. They have to be alert, and quick to apply new discoveries in their respective fields.

The sales and promotion departments likewise devote much attention to the new finished product. Their training gained through many years of experience enables them to handle the distribution task effectively.

The package which contains the product should be given equal consideration, but unfortunately often this is not the practice. The manufacturer usually calls in the printer, lithographer, box or package maker to submit designs and ideas for a new package. These sketches are usually demanded as part of the service to secure

the printing order, and are often represented as being given free of charge. Figuratively speaking, here is a nice sugar-coated sweet which sometimes has a very bitter after effect. Let us stop for a moment and consider whether or not the manufacturer is getting something for nothing in such instances.

Customers Always Pays for Design

The quality of these designs depends on the calibre of the artists employed by the printer. The cost of his art department is figured in somewhere along the line. The industry should realize that the package design has to be paid for, regardless of just where it is entered in the books. Naturally, since he is expected to include the design without charge, the package maker will also try to save cost on this item. The finished package, through the material used and the designs selected, will nevertheless represent the character of the candy manufacturer. At this point it should be remembered that your product carries your name to the buying public, and unfortunately the appearance of the package sometimes reflects these "free" contributions.

Printing is an item which plays a definite and unavoidable part in the rounding out of a successful job. If given a fair chance, a printer will turn out a good piece of work, but no matter how good the press work, he cannot turn out an impressive package with a poor design.

Over a period of time, different printers work on the packages of the average manufacturer. Different artists work on these designs. The jobs so produced often represent a variety of ideas, which when stacked up together resemble Grandma's crazy quilt. Perhaps this explains why sometimes a job even just off the press looks out of date.

What Is Good Package Design?

Here we come to the question, "What is good design?" Take some of the successful packages on the market. Aside from the quantity of their contents, what is it that "puts them over?" It is the proper selection of materials in accordance with the merchandise; the use of clear, legible lettering; a pleasing harmonized color scheme; good usage of space and proportions—all combined to attract attention, convey the character of the contents, and persuade the customer to buy.

Everybody knows something about art. We all enjoy nice things. Many times, however, we find that a thing which we covet is not at all appreciated by our fellow neighbors. We are influenced by tradition, personal likes and dislikes.

MR. SPUEHLER is a member of the CANDY PACKAGING BOARD, which analyzes packages submitted by members of the industry to the Quarterly Candy Packaging Clinic sponsored by The MANUFACTURING CONFECTIONER. The Board is composed of experts in the various fields concerned with candy packaging and merchandising.

When a piece of art work is submitted to the average candy manufacturer for approval, here is what frequently takes place: The question of a proper package may be given little or much consideration, depending upon the firm. In an attempt to get the consumer's angle the office help is called in. Then the matter is taken up in the sales department, where the question of color, style of lettering, size, etc., is picked apart. Nine out of ten people, when asked to voice their opinion, will give their contributions merrily and freely to the worthy cause of better art. If the Boss is real proud of his own good judgment, his inferiors will be careful to side in with slight "ifs" and "ands."

The design is then approved as a whole with "minor" corrections. Often through such procedures the original idea—if it has any individuality—is clipped of much of the charm and freshness which was there at the start.

How the Designer Goes About it

Now we come to the question, is there a way to solve the design problem just as efficiently as you have produced the article itself up to this stage? In all of the larger cities there are artists who have distinguished themselves by their excellent work. They have many well designed and successfully printed jobs to their credit. Like your chemists and merchandisers, they are experts in their line. They have a thorough knowledge of the supply field, a necessity in successful packaging.

Any package should be tackled from the construction angle. The mechanical limitations will influence the designer in the proper selection of material to be used for the variety of problems to be solved. Here the designer works with cardboard, paper, cellulose, foil, metal, etc. Through research, these materials suggest new ways to advantageous packaging. After the proper material has been selected for the specific problem, then we come to the question of decorating the package. From the materials we decide upon the right printing process. The design itself will have to be planned and executed in such a way as to assure perfect reproduction.

Here many dollars are saved by forethought given to the working out of the mechanical problem first. The designer will become familiar with the product itself by working closely with the manufacturer. He will compare the design in the light of a possible tie-up between this line and other lines produced by this manufacturer.

Through the designer's professional training and experience, he is well able to be the manufacturer's advisor and consultant on the design question. He knows what should be done. The combined ideas of the two—the manufacturer and the designer—when put into proper form and expression will then lead to a desirable result. His specialized professional training used in producing a successful lasting package, entitles

(Turn to page 51)

Factors Governing REPEAT SALES OF HARD CANDIES

★ By TALBOT CLENDENING

WHEN one determines all factors involved in initial and repeat purchases of any commodity, there are many things to be taken into consideration. One of the most important factors is eye appeal, and this is not always due to the product alone, for it matters little whether the product is attractive if it cannot be seen by a prospective purchaser. This is the reason why non-visible containers have never proven as popular for small hard candy units as glass or transparent cellulose.

After a product has received acceptance it is desirable to maintain a uniform type of packaging. Any change will naturally create sales resistance unless it is a visible improvement over the old package. One of the best examples of such a value is the stone jar used for marmalade by a European manufacturer. It has no visibility of product and yet the consumer has become so familiar with the package through years that have passed since its introduction that to change the package would probably hurt its acceptance. This does not, however, refute the statement that increased visibility is one of the greatest sales assets for all products. It is not believed for a moment that the manufacturer mentioned would use a package of the type he has long employed if he intended to introduce a product of the same type under present-day marketing conditions.

Clear Hard Candy

Hard candy of the clear variety should be transparent, should contain enough *color* to produce an appealing tint rather than a heavy and repellent shade, along with a *flavor* which produces a satisfactory and appealing taste. This flavor may be either an imitation, a synthetic, or a natural product.

There are many good imitation flavors that are not derived in any particular from the fruits they are supposed to represent and still they appeal to the taste, are satisfactory for use in foods, and have been associated with hard candy for the past twenty-five and more years. A synthetic such as methyl salicylate is as pure and as acceptable as oil of wintergreen. Benzaldehyde is a synthetic product which represents the true flavoring of oil of bitter almonds, and supporting flavors such as vanillin and coumarin are identical with the same products obtained from the vanilla and tonka beans.

We also have essential oils such as orange, lemon,

"INITIAL acceptance will depend first upon an attractive package with good visibility, and next upon condition and appeal of the candy itself . . . After packaging requirements have been met, repeat sales are going to depend largely upon consistency, taste, and condition in which the candy reaches the consumer . . ." Flavors and colors important factors.

lime, peppermint, anise and also spice oils, along with many others, that are satisfactory for blending or for use alone.

The main factor to keep in mind is whether the taste is properly balanced so that it is appealing. This means that in many cases fruit acids, such as citric, tartaric and malic, should be used in the proper proportions to back up any fruit and berry flavors which are used.

The *shape* of the finished piece of hard candy and freedom from dust after it has been packaged enhance eye appeal. The size of each individual piece and the manner in which a mixture composed of many different shapes and colors are packed, particularly with reference to whether or not they will shake and loosen in transit, are also determining factors.

Packaging Hard Candies

The individual consumer is more impressed with a properly filled package than when the same weight has been used in an over-sized jar which requires too much padding underneath the cap.

There was a time when vacuum packages for hard candy were used to a greater extent than will be found today. Many of us are familiar with the *glass* tumbler which was closed under vacuum with a special cap, but this has given way to the use of a more artistic type of glass whose shape is decidedly appealing and on which a cap has been placed that may be removed and replaced after a portion of the contents has been taken out. This cap, when properly adjusted, hermetically seals the package and if the condition of the air in the packing room is such that a relatively low percentage of humidity is present and if the hard candy has been cooked to a moisture content which does not exceed 1.5 per cent, there is no reason why a vacuum

seal is necessary to protect the enclosed product. There can be little or no interchange of air with the outside, which means that the humidity present in the jar itself does not materially change. At this point it is interesting to note that each individual package of this type becomes a small conditioned storehouse in itself.

It is not possible for an individual manufacturer to follow his products into the channels of distribution, nor is it practical for him to make continued inspections of conditions under which such a product is sold. Therefore, he must pack under suitable conditions of temperature and humidity, sealing each individual unit so that he can be assured of its reaching the consumer in the proper condition.

Many attempts have been made to use a transparent cellulose material for the general packaging of hard candy. It is possible to develop such a use, but we are again faced with the fact that conditions during different seasons of the year, especially during the summer months, are not satisfactory for the handling of hard candy, unless the package in which it is distributed is moisture and air-proof. It must be hermetically sealed. Here is where the breakdown has come in many instances, when hard candy has been packaged in transparent material. This in no way reflects upon the ability of moisture-proof, transparent material, but it rather reflects on the ability of the plant to produce an *air-tight closure*. There are machines today that may be used for such a purpose and individual pieces of hard candy or a selection of a few individual pieces have been bought on the market which have been actually sealed under air-tight conditions, using transparent cellulose. There undoubtedly will be a remarkable development along these lines in the next few years.

The reason for considering this matter at the present time is due to the fact that, regardless of whether a *glass* container, a *metal* container, a *stoneware* container, or a *transparent* container, made from material such as cellulose, is used, it must be sealed so that interchange of air from the outside is not possible.

Satin-Finished Hard Candies

In the above we have considered clear, hard candy and the factors covering its appeal. These factors apply equally as well to the satin-finished varieties, either of the plain or filled types; however, transparency is not a prime requisite. This makes it necessary that coloring be handled in an entirely different manner.

Color is a deciding factor in initial, as well as repeat sales, and it must be remembered that the ratio in an opaque object must necessarily be increased in comparison with a transparent one. This is due to the fact that when light is transmitted through a transparent object, which contains color, the intensity will be proportional to the distance through which it travels. If the object is transparent, all light, except that reflected on the surface and absorbed in the material itself, will be transmitted to the eye. In the pulled types, which in some cases are known as satin-finished, the only color



which reaches the eye is that reflected from the surface. Whether this fact has been recognized is of little present moment, since any manufacturer knows that the main use for color is in the outer jacket and in striping the batch before it is pulled and shaped.

There is also a possibility of *flavor* change depending largely upon the relative rate at which the hard candy of either the clear or pulled variety is dissolved in the mouth. In a batch which is opaque and spongy, the saliva will dissolve it at a more rapid rate than when the dense hard candy of the clear variety is considered. This means that a relatively *less amount* of a strong flavor can be used.

Packaging requirements are the same as when clear hard candies are marketed. All factors covering repeat sales of pulled or satin-finished hard candy, therefore, are similar to these discussed under clear hard candy—with the possible exception of transparency.

Filled Hard Candy

Within recent years quite a market has been developed for filled hard candy types, the center of which may be composed of *fruit*, *nut*, or *grease fillings*. The jacket may be either of the clear or pulled variety, depending entirely upon the type of product desired. In some cases a transparent jacket is of paramount importance, while it is believed that in the majority of cases the satin-finished, opaque type has the greater appeal. The fact that a filling is not itself transparent causes light to be reflected from the clear jacket surface and also leaves a dark appearing interior which is not always attractive. Regardless of whether the jacket is clear or pulled, the factors governing the sale of such products, and particularly the repeat sale, are go-

ing to depend largely upon the type of fillings employed and the taste of such products.

It is distinctly recalled that a few years ago filled hard candies were held to a higher quality plane than they are today. This was made possible by a higher price level. There is no reason why a higher price level cannot be maintained today provided a satisfactory product is offered for sale. It has been the tendency in production of this type of goods to follow the line of least resistance just as in other confectionery items. The lowering of quality to meet a lowered price level is a familiar story.

A *fruit filling*, when made properly, has an appealing taste and one which will create repeat sales. Such a filling should be made from natural fruits, and not be composed of jellies to which a small portion of fruit has been added and in which artificial color and flavor have been incorporated. In the first place, products of this type will not keep as well, since the amount of moisture that it is possible to remove is not as great as when a fruit conserve is employed.

In a consideration of *nut centers* it cannot be stressed too much that fillings should be of individual types rather than a mixture of nut pieces that have been ground and used for mixing with sugar and corn syrup to develop a desired consistency. One of the most insipid and tasteless confections is a filled hard candy the center of which has been made from an agglomerate mixture of ground nut pieces. If properly roasted, skinned and ground, almonds, peanuts, cashews, brazils, filberts or any other type that can be properly blanched and roasted, is used singly in the production of a nut paste, an attractive and appealing confection will result. Naturally, the oil in such products is a large percentage of the original nut and it is necessary that this be absorbed. The incorporation of a substantial amount of corn syrup with the powdered sugar used in the mixture will give body so that oil leaking does not occur. It is absolutely essential that proper closure be made if the appearance of these products is to be appetizing.

The third type of common acceptance is known as a *grease or fat filling*. Such fillings are very palatable when made properly. One of the most satisfactory fats for such use is coconut oil, either of the natural or hydrogenated variety. It is believed, however, that a 76 oil will be satisfactory for practically all fillings of this type. The same factors apply in the production of these fillings as have been considered in fillings made from nuts. The necessary quantity of powdered sugar must be employed to absorb fat and, in addition, a quantity of corn syrup should be added which will give sufficient body to prevent leakage of the filling through closures which may not be perfectly tight. Flavors employed should be carefully selected, and over-flavoring is to be avoided. *With this particular type there is more possibility than in any other filling used in hard candies today.* After all, we are limited

when fruits and nuts are employed to the particular types they represent, while with a neutral filling of the grease type it is possible to introduce any number of flavors and combinations of flavor.

Factors Governing Repeats

Just because the center or filling is covered with a sweet jacket does not mean that hard candy may be composed of any mixture without regard to its physical condition and appeal to the individual purchaser. This fact can be aptly illustrated by filled hard candies in which fondant has been used as a center. There is, perhaps, no nicer tasting filled hard candy than one that contains a properly flavored peppermint fondant center. This product is quite satisfactory for a short period of time but as soon as the moisture in the center has a chance to act on the jacket, it becomes grained, loses its appeal, and the whole piece becomes unacceptable.

The initial acceptance of a hard candy, regardless of type, will depend first upon an attractive package with good visibility, and next upon the condition and appeal of the candy itself. This visible appeal will depend upon shape, color, freedom from dust, and as to whether the package is full without undue padding on the top.

After packaging requirements have been met, repeat sales are going to depend largely upon consistency, taste and condition in which the candy reaches the consumer. Above all things, too much color should never be used, and a suitable flavor is a prime requisite. One of the most unfortunate conditions to be observed is color left on the tongue after the product is eaten. This will kill chances of any hard candy item to repeat, regardless of taste and eye appeal.

The ability to judge flavors, colors, and shapes comes from personal contact, and individuals entrusted with the production of new items must have a sort of sixth sense to enable them to bring out numbers that attract attention and produce consistent repeat sales.

July Sales Up 11.8% Over 1934

JULY 1935 sales of confectionery and chocolate products were 11.8 per cent greater than in the month of July, 1934, according to the Department of Commerce report issued the last of August. This is practically the same increase as June 1935, over June 1934. Chocolate products competitive with confectionery showed the greatest increase during July, being up 31.8 per cent over July 1934. Manufacturer-Retailers' sales were off 3.1 per cent on the monthly comparison.

Confectionery manufacturers selling their products through wholesale channels or direct to retail stores, other than their own, recorded a sales increase of 10.8 per cent during July 1935, as compared with July 1934.

Factory-packed, well-designed, impulse size, printed cellulose bags are increasing in the industry.



Present Trends in Transparent CELLULOSE BAG PACKAGING

★ By NEVIN I. GAGE

CANDY manufacturers are evidencing a definite interest again in factory packed, well designed, impulse size packages for bulk goods. It will be recalled that during the early part of 1933 and 1934 there was a widespread practice of packaging bulk confections by the retailer. But in the latter part of 1934 the manufacturers began packaging their own merchandise again as they had in 1931 and 1932. Indications are now that by the last of 1935 we shall find a big portion of bulk candies packed by their producers.

Store packaging is on the wane. Retailers in the grocery line, particularly, complain that they have too many things to package.

It stands to reason, also, that there isn't as much display value to a plain bag of candy as there is to a glorified printed package of certain weight and identification. A number of manufacturers are seeing the hand writing on the wall and making preparations accordingly.

The retailer felt for a while that he could buy bulk goods cheaper and purchase single-wall bags and package his own goods. Candy was the first product he started on, and then came all the other items in the grocery line. Soon he found that the so-called idle-clerk time became a full-time propo-

sition. So now he is swinging back to manufacturer-packaged goods.

It has become a matter of convenience. The retailer by instinct would rather buy a created package because he is not creative minded.

With the development of printed transparent cellulose, which has been displayed the past year, the plain cellulose bag trying to compete with it is at a disadvantage. It has been proven by test that a well styled, colorful package will create a sales appeal that the plain package cannot equal with the same candy filled from bulk at the counter. The movement in bulk candy sales is therefore toward the bag.

We are glad to see this type of packaging come back to the manufacturer, because that is where it belongs. Instead of the old-time family group—all packed in the same bag—however, they are selecting individual items and featuring each in its own dress. The cycle has taken a year and a half to complete, and it is undoubtedly going to usher in new profits to those who take advantage of it. Many firms have found that unprofitable bulk items can be turned to profitable ones by packaging them and selling them at a fair profit.

GOOD TIMES PRESAGE GAYER PACKAGES

IN happy contrast to the somewhat sterile, colorless era through which candy packaging has just passed—an era fettered by the inflexible dictates of economy—is the approaching stage in which creative and artistic forces will combine to play a major part in the endless competition for consumer acceptance. The result, pleasing to the consumer and satisfying to the confectioner, will be the glorification of the candy package.

This is inevitable. The rising tide of prosperity and plenty is no longer a hopeless dream; it is actually in sight! Freer spending, already strongly in evidence, will minimize Price as a competitive factor. Appearance and Quality will assume increasing importance. So, from now on, candy packaging should go far beyond its practical, utilitarian purposes and become a highly important stimulus to sales.

One ornamental touch which is bound to attract increasing attention and interest is the use of tying ribbons. While this simple but effective means of package adornment was falling into disuse, ribbon specialists were, nevertheless, busily engaged in creating a startling variety of tying materials. As a result, confection-



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Photo courtesy Shellmar Products Co.

Adoption of printed cellulose bands, such as these Christmas bands on Bunte's boxes, is increasing among manufacturers. They convert standard packages into appropriate seasonable gifts. This use should be regarded when designing original boxes.

Photo at left, by courtesy of Freyberg Bros., Inc., suggests that fastidious touch that can be added to candy packages and novelties by use of printed transparent cellulose ribbons.

ers have never before had a more irresistible or more beautiful selection of ribbons to choose from. Methods of fabrication have been so perfected that even the cost of these greatly improved materials compares favorably with those of previous years.

The use of transparent cellulose or Cellophane tying



Chocolates Cooled for Summer, each piece individually wrapped in foil, and packed in the above striking boxes, proved a sensation in the trade when introduced the past season by Johnston's of Milwaukee, Wis. Merchandising displays were provided the dealers, and in each package was a small printed folder listing the assortment and discussing the features of their "Chocolates Cooled for Summer." The following are extracts from the folder:

"Johnston's have prepared their chocolates in their summer attire so that now you may enjoy these throughout the year.

"Johnston's have put a sunshade over their chocolates to keep them cooled for summer.

"Scientifically wrapping the chocolates in special insulated foil gives a high heat resistance to our candies that could not otherwise be obtained.

"We do not pretend that wrapping our chocolates in this special insulated foil will resist every degree of heat—that would be absurd. We do maintain that the specially prepared, hardened chocolate with which we cover our candies, plus the special insulated foil wrapping, will resist the heat to an unusual degree. . . .

"Wrapping chocolates in insulated foil is not new, but Johnston's scientific method of manufacturing a cooled chocolate and protecting it scientifically with the proper grade of special insulated foil is new."



The Imperial Candy Company of Seattle, Washington, recently adopted this new flexible metal bag for their Société-brand marshmallows. It is printed in blue and white on white on silver. E. H. Edwards of Chicago have also recently adopted a metal type package for some of their marshmallows.

materials provides an excellent example of what has been accomplished in this particular field. The fascinating color combinations and diversity of designs produced from this beautifully lustrous material are alone sufficient to inspire the candy package stylist to great achievement.

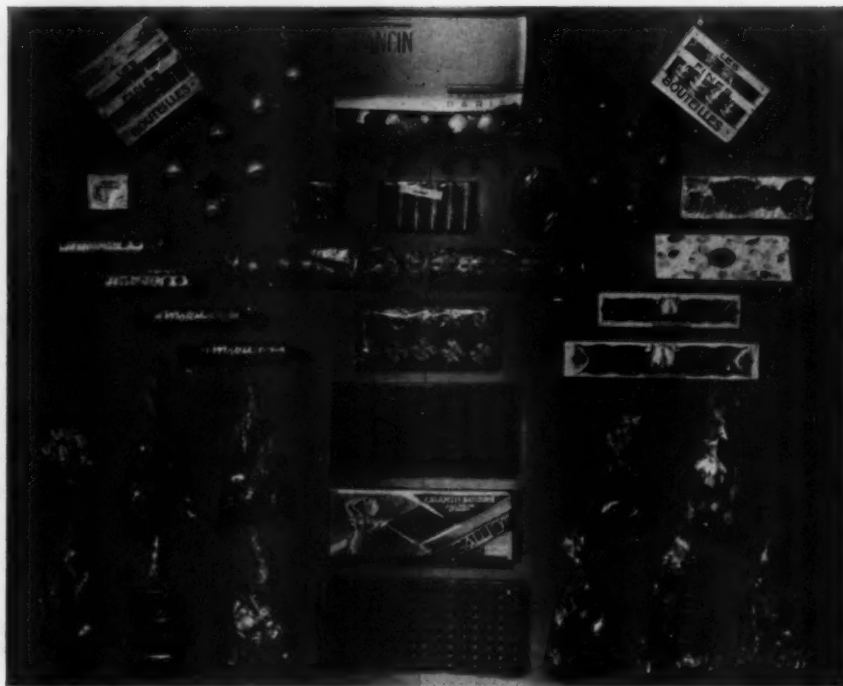
This approaching trend of gayly appointed packages will be a welcome change from the monotony of packaging which relied solely upon good design (and often not so good at that) for its appeal.

Next Packaging Clinic Sept. 19

THE next Quarterly Packaging Clinic of the Candy Industry will be held September 19 at the Merchandise Mart, Chicago. Manufacturers are privileged to submit packages for constructive criticism, without charge. Send them to The MANUFACTURING CONFECTIONER.

FRENCH CANDIES IN CELLULOSE

These candies made by French manufacturers comprise the following items: Meunier—Tablet Milk Chocolate; Choc. Walnuts, Hazel Nuts; Barquette; Grains de Cafe, Milk Choc. Le Lys Bleu—Tablet Chocolate; Fancy Choc. (twisted ends); Chocolate and Candy, Imperial—Moka, Le Lys Bleu—Choc. Bowls, Suchard—Cherry Choc.; Moka Choc. Chabert & Guillot—Nougat, Au Canard Sauvage—Nougat, Raynaud—Nougat, Frerot, Boulanger—Chest Choc. Bottles Spirits, Gallot—Toffee, Sylva—Candy "Nicettes"; Candy Fruits, Pierrot Gourmand—Sorbetto; Stick Candy, Jaquin—Tarentelles.



How They Use Visible Packaging in FOREIGN CONFECTIONS

THE accompanying photos offer an interesting study of manner in which confectionery manufacturers in France, Germany and England employ transparent cellulose wrapping materials in packaging some of their sweets for their countrymen.

Observation of the samples shown in the photo of French confections reveals a predominance of chocolate items, many of which are attractively wrapped. Some assortments, however, are in plain cellulose bags and wraps with little or no identification of either the merchandise or the name of the manufacturer.

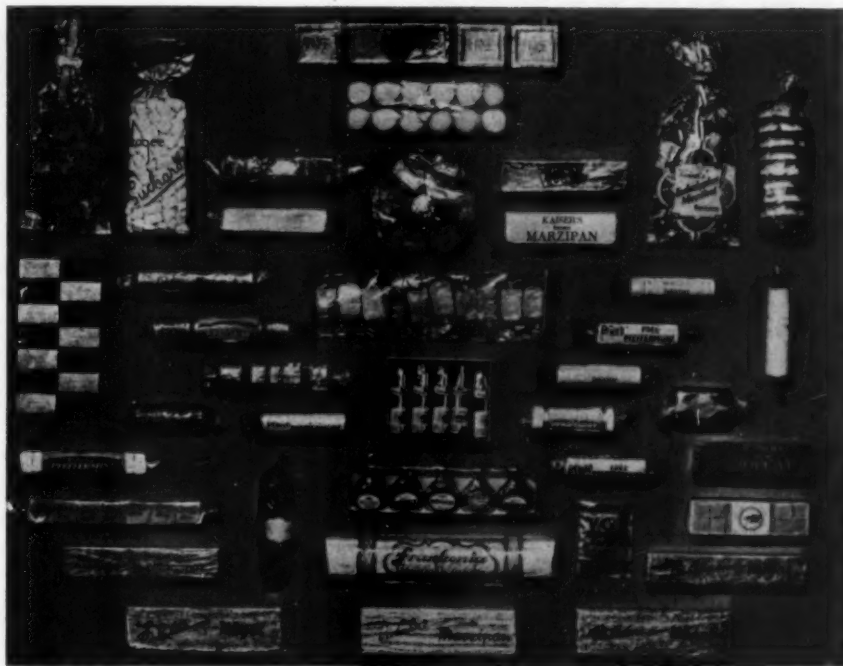
The German candies offer a wide variety in many pleasing designs. It appears that the printed cellulose package is more widely used in this country than in the others. Many of the items are dressed in several colored printed wraps. Some of the "Nugat" bars are wrapped

in cellulose with a foil underlay, similar in practice to that used by a number of American bar manufacturers at the present time.

The English confections include a variety of candies and biscuits. The photo also indicates to some extent the wide usage of the transparent wrap over cartons and box chocolates in that country, although no box chocolates are shown in these samples.

What American manufacturers are doing with visible packaging is well-known to all our readers. The industry is now in its second stage in the usage of transparent materials—that of "glorifying" the plain package. The plain virtue of visibility no longer a novelty to the consumer, and merchandisers are finding best results in most types of candies with the package which identifies the merchandise and attracts attention by means of added color and package design.

GERMAN CONFECTIONERY SAMPLES



German candies and their manufacturers: Asbach Uralt—Open Box 5 Cognac Bottles. Viebahn—Nugat Bars and Marzipan. Kaiser—Bags Menthol Candies, Brust Candies, Fruit Candies; Bars Marzipan, Nugat; Pkg. Fruit Jellies. Frankonia—Bar Kostliche Pastete; Pkg. Mints. Jellies. Sarotti—5 Choc. Bottles. Bars. Naval—Roll Mints. Suchard—Cream Mints. Most—Bag Choc. Tablets; Caramels; Nugat Bar. Diamalt—Candies. Tell—5 Choc. Cubes. Premier—14 Small Choc. Bars. Reichardt—Nugat. Wild-Bars. Reichardt—Nugat. Wildhagen—Assd. Candies. Stollwerck—Ananas Marzipan. Vox—Bag Cachous. Fassbender—Chocolate. Reese & Wichmann—Bar Marzipan. Lutrina—Mints. Krument—Roll Cough Drops. Tec—Roll Mints. Bohme—Roll Nugat. Grune—Mints, Gums.

ENGLISH TRANSPARENT WRAPS



Samples of English confections and their makers: Gray, Dunn & Co.—Box Chocolate Biscuits. White Hudson & Co.—Basket Rock Fruits, Sausages, Horseshoe, Fishes, Kilties, Humbug, Cumfy Kid, Carrots, Serpent, Pie, Pebbles. Barker and Dobson—Bonbon Assortment. W. Coutts & Co.—Dinner Mints. W. & R. Wilkinson—Licorice, Cream Rock. Bycroft & Co.—Fruit Drops. Wylie, Barr & Ross—Carlton Ginger Nuts. J. Pascall, Ltd.—Barley Fruits. Mackintosh—Chocolate Easter Egg.

THE DAY'S WORK IN SELLING DEALERS

★ By CHARLES L. LOW

President, Charles L. Low Sales Service
Chicago, Illinois

IT takes a strong man to succeed at selling. This is because a salesman is on his own. Properly speaking, salesmanship is never a job. It is only an opportunity. And one of our foremost industrialists once observed that few men want opportunity. They only want a little home, a certain weekly wage, a woman who can make them believe *she believes* they are wonderful.

Politics, teaching, the ministry, law, medicine—these other professions and callings which lead a man to deal with people—all have something to lean upon. The mayor of a great city may be a crook or a clown, an honorable professor may make an utter ass of himself, a lawyer may be a cheap shyster, and a doctor a quack, yet all are invested with a certain standing by their “jobs.” These callings have their histories, their traditions, their *place*.

But not a salesman. A salesman is just about what he is, without benefit of clergy, or any other aid. In our modern industrial and commercial society, selling has replaced fighting as the “try-out” ground of millions of men, and as in fighting, only those who have strength, both of will and body, get very far.

Intelligence, health, and ability to manage one's self. These the salesman needs. And of these, the last is far from least.

Few men can do it. It is a new trick, this self mastery. It is probably the outstanding accomplishment of a humanity which is just learning to think. With dawning consciousness, the boy begins to realize what he is, what is possible to him. Then he begins to realize a few of the possibilities, and papa has to “put his foot down,” and it is only when little Rollo has learned the rudiments of self-management that papa can relax.

But the rudiments are as far as little Rollo ever goes, usually, so he has to be directed by someone all his life. This is the reason for time clocks, foremen, scolding wives, dictators, bureaucrats, policemen, senators, daily reports, house detectives, cuts in the expense account, aspirin, fat men, and practically all the other annoyances a man notices during a busy lifetime. They are all due to the fact that while many men can wiggle their ears, and do card tricks, and offer wonderful advice to others, and write books, and manage businesses, very few can manage themselves.

THERE IS NO WAY TO SELL. There are only ways to sell. One must study the principles, methods, and factors . . . Understand them, and then each man must go his own way. . . .

Yet, it's quite a trick. And the man who does it deserves a big hand. Always with the understanding that some of us are easier to manage than others. Some people are just born good—and worthless.

Benefits of Self-Management

What a wonderful thing it is when a man can put himself to work and direct his own efforts. Think of the advantages. He can do it so much better than anyone else. Far better than his sales manager, for instance.

Why? Well, he's with himself all the time for one thing. He knows what he is doing with his time, and his energies. He knows when he is sloughing the job. It has been positively proved that a man can get more and better work out of himself than any other *man*. Occasionally, a *woman* can do a better job, but not very often. . . .

Let's Make a Game of It

Let's develop a dual personality. No, it will not be necessary to lead double lives.

Let's give ourselves a job as our own sales manager. A half hour each evening is about right, at the start. You can't tell, we may turn out to be a darned tough man to work for, and there's no reason to be hard on ourselves.

Tonight, let's take that half hour and ask ourselves a few questions:

“See here, Jack (the sales manager part of us is talking), just what have you done today? First, you have only made — calls. You only got — orders for a total of —.”

“Well, that's not so bad, these days. You know how conditions . . .”

“Lay off that. Don't you mention conditions to me. I'm a sales manager, not an economist. My job is to show you how to improve conditions, not to listen to you mouth about them. (Gee, this guy is tough.)

“When you started out this morning, you had no good idea where you were going, or why. We may as well be frank.

SELF MANAGEMENT

● "Pick the average stranger, and look him over," says Mr. Low, a national authority on selling who has surveyed selling practices in the candy industry. "You can be almost sure of one thing about him, no matter where you meet him:

"He has a job or a little business, which takes up most of his time. When work is over, he has a family and friends who take up the rest of it. He probably doesn't spend one hour a week planning his own existence, or even thinking about it, in serious fashion.

"This is not so bad for a man with a job, or a man with a profession, or anyone with a fixed calling and a close director. Why, even some of our biggest executives rarely need to think. There are always letters to answer, the phone is always ringing, people are always dropping in to see them, and they manage to keep quite busy, even with business the way it is now. But the salesman who doesn't do a better job of self-management is in a bad way.

"It's easy to work. Never let anyone tell you it isn't. The difficult thing is finding out what to do, and how to do it. This is so difficult on most jobs that men must be told what to do and how to do it.

"But in selling, where it is even more difficult, it is always largely up to the salesman. Is it any wonder that any real selling job either makes or breaks a man in short order? Is it any wonder that selling produces so many executives? Is it any wonder that self-management looms as such a large part of the work?"

And you know, as well as I do, that there is positively no excuse for a dealer salesman ever starting out without knowing just whom he will call on, whom he will see, what he wants to get, what he will say and do to get it, what selling forces he will leave behind to work on his line, and how he will leave them so they will work.

"We've been all over that. Today, you dropped in on the Ganton Company. You saw Mr. Ganton. But did you sell him? No. Why?"

"Well, he said they were not buying any new lines now. That they had plenty of goods in our . . ."

"That's enough. You know you never even got to first base presenting our line to Ganton. I never heard such a miserable presentation in my life. You let him stall you with the same excuse you can hear now from coast to coast. What do you suppose Ganton is in business for? He has to keep his door open. He can't do it without merchandise. And you know our line is better than those he handles.

"Trouble with you is, you have never heard yourself sell. I have. It sounds terrible. There are about six things you've got to do, before you can be more than a flop in this market.

"First, you've got to plan your calls for tomorrow, right now. Put down the firms you are going to call on, and I'll help. What is more, I'm going to see that they are the right firms. I don't care if you don't like Mr. Cross, of Cross & Crosser. You've got to see him. Yes, Biggle & Company are way out in Havertown, but you're going out there, and

you are going to stop at Ling's, in Parkville, on your way back. You've passed them up the last three trips. This time, you are going to cover your territory, and do it right."

This Presentation Business

Well, darned if we ever knew we had a chap like this inside us. Uncomfortable fellow to get along with, at first. But gosh, what a chap he is when we do a good job. His praise is worth more than that of any other fellow we shall ever meet.

He makes us get paper and pencil, and list our calls for tomorrow. And then, he pitches in to us about our presentation. . . .

Sound silly? Well, Five-Yard McCarty used it, in football. It made Tunney world's champion. It is the very plan that made nearly every famous man famous. George Washington, Alexander Hamilton, Abraham Lincoln—just pick your own hero. It's intelligent self-criticism—that's all.

A salesman may doubt if he has a sales manager inside him. Don't doubt it. All salesmen have sales managers inside them, at least all good salesmen. . . .

Write Out Presentations

No man, short of a genius, can sell well without planning his presentations. Mark Twain was one of America's finest brains, if not the finest. He was a success as a lecturer, a humorist, and a "salesman" of ideas. Mark Twain would say it was chiefly a matter of planning his "presentation." He rewrote, edited, interlined and revised his lectures, with which he "bowled them over" wherever English is spoken.

If Mark Twain, able presentationist that he was, had been asked to peddle codfish, he would have planned and probably have written out several presentations, and then tested them.

Here are a few directions. They are general principles of presentation building:

1. Put down every advantage of your proposition for dealers. Don't leave out one. List every factor which would make any dealer want to sell your line. If all you can think of is "profit," just keep on thinking, or call for help.
2. Starting with an important advantage of unusual interest, of novel import, if possible, work out a "leading idea" in terms of the dealer's business. Make it "picture stuff" as much as possible. And make it arresting.
3. Choose one or two good fat advantages and develop these in terms of the dealer's business, and weld them smoothly to the introductory idea.
4. Weld to these advantages, in the same smooth fashion, the chief idea you plan to use in selling this same dealer. It is your major idea—the "closer." Develop this to a climax and a try for an order.

Well, this sounds very ordinary. It's just what many salesmen do. But the trouble is, they stop with this. Don't do it. What if the order doesn't come?

Go right on from there, and repeat it. Develop one or two more good fat advantages. Whoop them up till you can see the light in his eyes. Then, switch right back to that major idea, this time, in entirely different terms.

Then, do it again. And again, if necessary. Give him a chance to buy, each time. And when he buys,

and while you are making out the order, give him the rest of the advantages, whether he needs them or not.

In this form of selling, a man needs perhaps as many as four or five related "advantage groupings," with as many different ways of presenting his major idea. This simple little method has put millions of dollars into salesmen's pockets. It is one of the most certain things in selling, yet few salesmen use it. In skeleton, it looks like this:

1. Introductory idea, leading to
2. Definite advantage, and probably,
3. Another definite advantage, leading to
4. Major advantage, with try for order.

If it doesn't work, repeat until it does.

The writer has seen presentations for new dealer work laid out in this fashion, until there were *eight* planned and definite repetitions of the major idea, before some sales were made, and the dealer never had the least idea there were any. He never heard the same thing twice, but he got the same idea, in terms of his own business, exactly eight times. . . .

The writer has found many salesmen and advertising men, too, using this simple system, without the slightest knowledge they were doing it. They only know "it's the way to get the order." They learned "by ear."

Study Presentation

Presentation is an art. Most salesmen who begin its study, find they stiffen up when they try to use planned stuff. Well, a typist who has been using two fingers, "stiffens up" when he tries the touch system. But unless he perseveres, and works until the touch system becomes natural, he'll never be much of a typist.

Many salesmen have a "born sense" of presentation, and presentation values. But the man who learns through careful study and plan, if he has the same intelligence, can always beat the salesman who "follows his ear."

In this work, make sure to include all advantages. There are millions of orders lost annually, because the salesman simply forgets, or doesn't believe it necessary, to give dealers all the information they need to form a decision. Once asked to write out what they say, *they often agree that they themselves would never buy, without more complete knowledge of the business possibilities of the product or line.*

The plan above makes it possible to work all the advantages in without danger of "selling past the order," and tiring the prospect out. It is fine to have advantages to discuss while taking the order down, and getting it signed. One usually has them, if all his advantages are in his mental kit, in orderly fashion.

It is not enough to memorize a presentation. Salesmen who ask if they should do this, are plainly tyros. It should be perfectly automatic, and *thoroughly understood*. This is so much more difficult than "memorizing" that the question seems foolish.

Nor is there any question of a "set speech." Far from it. There are only many small parts of a presentation, which may all be set, ready for use in any

order, with any degree of emphasis, as the occasion may warrant. The entire presentation should be subject, on instant notice, to any number of variations to fit conditions of selling.

Be Interesting and Informative

Above all, be interesting, and give the buyer information he needs, information he wants, *must have*, before he can spend his money for the goods. Be brief. It is surprising to find, that with a little practice, that dope which looks like a half hour's talk, can be compressed into 5 minutes, and made clearer, more pictorial, more direct and effective.

Here are hints. Do not talk product—talk *selling* the product. . . .

Turn to customers, to selling, to buying, to display, to advertising, to the dealer's store, his work and his standing, to find a lead for almost every statement made about the product, and dealers will listen, be impressed, will buy. A catalog, a folder, can list all the uninterpreted facts about a product far better than a salesman.

Be specific. General statements such as "You can double your business," are rarely so good as "Why not make two sales instead of one." This is what we mean by being pictorial, in terms of action. "Two sales" the dealer pictures. They are familiar things. He makes them. But he has probably never seen a "doubled business."

Choose terms and illustrations taken directly from *things* and *actions* in the dealer's life which are common to him, which enable his mind to see what you are talking about, to picture it even when his brain is tired. . . .

Use Visual Selling

Carry your product, or parts of it, if possible. Let buyers see it, feel it, use all the senses upon it. This is your chance to use the oldest and most powerful force—goods display. . . .

Carry pictures, too, if they fit in at all. Work out things for dealers to do with the product, or tests they can see. Use visual selling in every apt way possible.

And then, don't by all that's holy, make the antique mistake most salesmen do who carry such things. *Don't try to make them do the selling for you.*

There is a current fallacy in selling that a well-worked-out kit, with plenty of visual materials makes selling easy. *This is not true.* There is positively nothing that makes selling easy.

These things only make selling *more effective*, and this only if they are properly used. Millions upon millions of dollars have been wasted by sales organizations who have not understood this simple fact. . . .

In the writer's experience, it often takes more careful planning, more cleverness and ability to use such materials well, than it requires to get along without them.

In the face of this, salesmen are often told: "Here's
(Turn to page 53)

Cooperation Between the CREDIT and SALES DEPARTMENTS

★ "THE 1935 stream-lined model of a credit department is a far cry from the old narrow, one-cylindereed department whose chief aim was a negative influence on a high-pressure sales department."

Early Days of Conflict Between Credit and Sales Departments

I THINK we all recall the credit departments of a decade ago. Memory of some of their characteristics is particularly vivid to me, because it marked my introduction to credit work. Back in 1921, as I waited to be interviewed by my first employer, my attention was drawn to the sound of angry voices coming out of a glass partitioned private office. One man was shouting at the other:

"Do you realize that by your instructions Mac spent two hours waiting to collect this bill? That's your job! I'm paying the salesmen to get orders! By holding him in that two-by-four store, you made Mac miss out on more business! Don't bother us with your collections; my men are out to get orders! . . ."

These conferences between the credit and sales managers, I soon found, were of almost daily occurrence.

Through the 'twenties, the tremendous improvements in manufacturing and transportation methods placed an increasing load on the sales department to carry the pace set by the production end of the business. Those expensive new machines must not be kept idle. Too often, however, they were kept running by taking longer credit chances than were advisable.

Management Awakens to Credit Contacts, Sales Efforts Are Introduced

As we approached the 'thirties, a few far sighted men were beginning to appreciate that the one department that had more contacts with the customer than any other was the credit department. Their good judgment led them to use this medium of contact to its fullest advantage. This required changes in policies and practices. Collection letters were made more tactful, and an occasional phrase indicated a desire for more business in addition to payment for the bill now due. Then there was some dispute among credit men as to the desirability of putting sales effort into letters from their departments.

★ By LEO SORENSON

Credit Manager, George Ziegler Co.,
Milwaukee, Wisconsin

Notice that up to this time the credit department was entirely a negative influence—the power to give a more or less final "No" to orders from doubtful risks. On the other hand, the sales department's influence on the business was entirely positive in producing sales, so it is no mystery why the sales department of 1929 was considered immensely more important than the credit department. The credit manager was often only a promoted bookkeeper, with no qualities of the executive in his duties or his training, and with only a narrow view on the problems of the business as a whole.

Depression Merges Credit and Sales Department Functions

Then came the break of the depression. Declining volume made it necessary that everyone in the organization work for sales. This included the credit department, now enhanced with a little more prestige than formerly because of the need of increased vigilance in the granting of credit.

It was found that the credit department could definitely contribute to safe sales volume, and that safety was as important as volume under these new conditions. The sales department discovered that in order to get repeat business, old accounts had to be collected. They discovered how expensive it is to promote business with an off-rated customer, only to have him "fold up" just as he was about to become profitable.

The 1935 stream-lined model of a credit department is a far cry from the narrow, one cylindereed department whose chief aim was a negative influence on a high-pressure sales department.

To me, it seems this is our golden opportunity definitely to contribute to the operation of our employer's business. Instead of waiting to make a decision after an order comes in, let us reach out ahead and encourage our salesmen to sell to well rated customers, and so

(Turn to page 55)

TRANSPORTATION INSURANCE

Points Suggested to Be Considered in Discussing Domestic and Marine Insurance with Reliable Companies

TRANSPORTATION insurance embraces and has a foundation in shipments of merchandise via ocean, great lakes, intercoastal, parcel post, aeroplane, coastwise waterborne, railroad, railroad express, public trucking and other transportation companies engaged in the transportation of goods in domestic trade. By domestic trade we refer to traffic within the United States and Canada, excluding Alaska.

Transportation insurance in the insurance business means policies which cover merchandise moving by any one or more of the classes of carriers described. Consequently, the policy contract under which such insurance is granted is classified as a transportation policy or by its more common name, transit policy. In England such insurance is part of their non-marine writing. In this market, transportation insurance is part of the inland marine classification.

The writer recalls an instance of one manufacturer making a shipment on port-to-port rates—that is, a rate in effect via a water line serving the port of New York and the port of New Orleans, or New York and Mobile, Ala. During the voyage of the ship midway between New York and New Orleans the ship caught fire and much of the cargo was destroyed. For some reason, this particular shipper failed to protect himself with marine insurance or against general average, with the result that not only did he lose his entire shipment but was obliged to pay against general average more than \$450. Therefore, the importance is obvious of protecting not only your shipments but also your own liability in shipments moving all-water.

Consider These Points When You Buy Transportation Insurance

It is not uncommon for many progressive firms today to protect themselves and shipments fully with transportation insurance, and in order that manufacturers of confectionery interested in this subject may have a better understanding of the kind of insurance they require, the following points are suggested to be considered in discussing both domestic and marine insurance with representatives of reliable insurance companies:

1. Continuous coverage with one insurance company during entire transportation. This is important in respect to "concealed damage."
2. Automatic coverage—no reports needed.
3. Annual premium charged on estimated value of

★ By WILLIAM R. MOORE

Manager, Eastern Confectioners' Traffic Bureau
Also Member N.C.A. Traffic Committee

shipments for coming year. No readjustment required at end of year.

4. Insurance not prejudiced by reason of merchandise being sold f. o. b. point of shipment, or commonly known under trade terms "F.O.B. factory."

5. Insurance would include private truckmen.

6. Strikes, riots, etc., insurance obtainable at small additional cost.

7. Stress convenience of having underwriters pay losses, and they to have subrogation risks against carrier.

8. Point out the risks for which carrier is not responsible,—acts of God, strikes and riots, etc.

9. Carrier, particularly truckmen, may not be carrying insurance broad enough in scope or large enough in amount, or with a sufficiently sound company to fully take care of claims for which they may be held liable.

10. Premium cost low.

11. Intercoastal shipments by steamers not covered.

12. Coastwise steamer shipments not always insured under Bill-of-Lading, or rates published which do not include marine insurance.

13. Insurance not needed on export or import shipments except in respect to exports sold "F. O. B. steamer"; or imports bought "C. I. F. port of discharge." This should be taken into account when arriving at estimated annual shipments for premium purposes.

14. Thirty-day warehouse coverage.

Jack Dempsey Joins Candy Industry

JACK DEMPSEY, generally conceded to have been the greatest heavy-weight champion that ever lived, is now head of the Jack Dempsey Division of the Loft Corp., New York, manufacturing a milk chocolate bar under his own name.

The bar went through a rigid preliminary test before it was placed on the market, first being sold in the Loft Stores without the aid of display or advertising promotion and its success has prompted Mr. Guth, head of Loft's, to release a national advertising campaign, consisting of newspapers, billboards and radio.

Jack Dempsey will aid in the promotion by visiting stores and giving his autograph, also by giving talks to jobbers.

PRODUCTION FORUM DISCUSSION

Cooking Starch Jelly Work By Refractometer

Transcript of Part of Production Men's Forum at N.C.A. Convention

MR. MELODY (E. J. Brach & Sons, Chicago): Do you favor cooking jelly work by refractometer, and why?

Dr. Jordan: Yes. The reason is that if it is controlled properly by refractometer you can always finish a batch with the same amount of solids. Unfortunately different types of starch don't boil to the same type of strength, and you may be misled when you use the paddle test and run it out with too much water. The result is that your starch doesn't take enough moisture out and when you sand and pack, it is all right for a few days but moisture is too high and your jellies sweat.

To be sure that you always have the same amount of moisture, you can't use a thermometer.

Mr. Melody: Is it easy to cook with a refractometer?

Dr. Jordan: Very easy if you are set for using it. It is as easy as sighting a gun.

Mr. Melody: You are familiar with the ordinary type of candy cookers in most factories. Do you think they are intelligent enough to use a refractometer?

Dr. Jordan: Of course. Anyone can use the refractometer after a little practice. It is just as simple as sighting a gun.

A refractometer is quite expensive in the beginning. If you are using it, you will have to keep your prisms at the same temperature. You will have to make some arrangement to run water, or glycerine, or something heated to a predetermined temperature through your prisms so it will always be at the same temperature when your jelly is ready. That preferably should be not below 55° Centigrade.

Mr. Melody: Is there anyone on the floor who can give us some example of refractometer gum cooking?

Mr. Claude Bunde (National Candy Co., Chicago): Mr. Chairman, I wanted to ask Dr. Jordan this question: He has said twice that the refractometer is as easy to use as sighting a gun. Is the line clearly drawn? I have looked through a refractometer and it seems to me that the line may be shaded one way or another and might throw you off.

Dr. Jordan: Well, that is a matter of adjustment. You see, it is a half shadow instrument,

DISCUSSION LEADERS



WILLIAM A. MELODY



DR. STROUD JORDAN

Mr. Melody, who acted as discussion leader of the Production Forum, is superintendent, E. J. Brach & Sons, Chicago. Dr. Jordan, head of Stroud Jordan Laboratories, New York, widely known authority on technical problems of candy production, and contributor to *The MANUFACTURING CONFECTIONER*, needs no further introduction.

where your lines cross on the scale, like sighting one of those large naval guns. When you get a black half and a white half, you have your reading and all you have to do is read the scale.

If the shadow is ragged, not sharply drawn, you have an adjustment on the side that brings your prisms into line that will cut out the colors. On the other hand, if the gum sample you are using has been put on and has gotten too cold, you won't see through it because the starch has become opaque and will give you a cloud. That is one reason why you have to do it at a definite temperature. If you will do it at 55° Centigrade—about 131° or 130° to 135° Fahrenheit at the lowest—your starch will stay in solution.

But there is one drawback again. Don't take out a little bit in a spoon and go to a refractometer with it because if you do you will lose moisture on your way to the refractometer.

If you will keep your temperature right and adjust the shadow of your instrument as you can do, just with a little practice, you can get a clear reading.

Mr. Otto Windt (E. J. Brach & Sons, Chicago): There is one other temperature that I think is a

little more practical than 55° and that I think would be around 40° Centigrade. Have you conducted any readings at that temperature?

Dr. Jordan: I have tried. In some starches where they haven't been converted—where you haven't got a 60 starch, if you are working with a 40 starch—you may have some trouble at 40°.

Mr. Windt: I think with that you can read to two-tenths of a per cent on moisture. Do you agree with me?

Dr. Jordan: I am pretty certain you can. You may have a little cloud with a thick-boiling starch at 40°.

Mr. C. W. Noren (National Candy Co., St. Louis, Mo.): In looking through the glass you get two shadows on gum, a pink and a bluish cast. Doesn't the light which you have over your glass play an important part in the shadows you get?

Dr. Jordan: Certainly. You must have a good clear light, preferably daylight, and you must have your mirror adjusted so that you get a clear reflection. That of course becomes a matter of manipulation and familiarity with your instrument, but the light does play quite an important factor. Also the angle at which you set your instrument when you take the reading.

Mr. Noren: I have an instrument in our factory and we are using it on gum work, but the trouble we have there is to get just the proper lighting effect because our windows are not clear glass. I had a special electric light fixed up right over the instrument and in that way it works very well.

Dr. Jordan: Yes, you are correct in that, because you can't take just any ordinary light and read with it. One of the best lights for a refractometer, if you can get it, is a clear mazda put behind one of these daylight blue glass shades and set at an angle so that it is always fixed and your refractometer sets right under it.

You can use a frosted globe with a mazda behind it, but be sure your light is uniform. In other words, don't use a lamp that shows the filament. It is better to take a frosted glass globe over a clear mazda so that the filament doesn't show, but you have a white spot of light right at the end.

Mr. Melody: What is the tolerance in moisture in cooking jellies on a refractometer?

Dr. Jordan: That depends on two or three things. It depends on how long you leave your batch lie in the kettle after you make your reading, and it depends entirely on what temperature the batch records at the time the reading is made, because moisture will be continually lost. I should say your tolerance would be within one-half of one per cent, under working condition.

As Mr. Windt said a moment ago, your moisture determination ought to be accurate to two-tenths of a per cent, but when you take into consideration your loss, it might be as much as a half.

Mr. Windt: I have never been able to do it within one per cent under practical operating conditions.



Photo courtesy Central Scientific Co., Chicago.

Illustration of an Abbe type Refractometer

Dr. Jordan: The time element is too great. Of course, when I have been handling it I probably haven't let it lie around as long as it might in a plant.

Mr. Windt: If you cook within one per cent you are doing well on a refractometer.

Dr. Jordan: There is one added check on a refractometer. Those of you who are casting into starch, doing gum work, if you know the moisture content that is in your starch and you know how much moisture that starch will take up, and you know the weight of the starch, it is an easy matter for you to calculate how much moisture that starch will take up under ordinary conditions.

If you will cook with your refractometer to a point where you are reasonably safe to within one per cent of the moisture content and know the weight of gum going into that batch, you can calculate whether you need a dry room or not, and if you do, how long and at what temperature.

That is one of the added advantages of using a refractometer, because the less moisture you have to take out of your starch, the quicker your goods are going to come out and the better your goods will be.

Mr. Melody: Is there any other question anyone would like to fire at Dr. Jordan?

Mr. Herman Lebeson (Union Sales Corp., Chicago): I haven't worked with a refractometer in a factory for a long time but if it is correct that it could be standardized on a refractometer, it certainly is one of the greatest contributions that have been recently made by the laboratory.

I know of the difficulties in the refinery of determining moisture by refractometer—the moisture of corn syrup. The main difficulty is because dextrin

has a high refractive index as compared with dextrose and other sugars.

Unless we establish a new table on these moistures by determining actual moisture contents, say by the toluene distillation method, and construct the table as against the refractive indexes, against the refractometer—unless we do that, I don't know of any tables that you can refer to because these refractive indexes are all mixed up.

In other words, there isn't any refractive index for corn syrup or for any of the end products that you get in the jelly.

This is one difficulty that I can see—not only from a practical point of view but from a chemical point of view.

Another thing is that I don't believe the moisture content is the greatest factor in the quality of the jelly. You can cook different thin-boiling starches and different formulas to the same moisture content and get different products, and you can get a variation in the quality as to the length of time of the cooking.

Then will come the question of drying. In other words, this production of jelly goods is not merely a question of boiling it down; it is a question of changing the thin-boiling starch either to start with a certain thin-boiling starch that has been prepared for you or break it down further by the addition of acid and the process of cooking where the time element is very important.

So I believe that something more will have to be done for scientific control of jellies than the refractometer. If you have worked that out so that you can get results, it certainly is very worth while.

Dr. Jordan: I can answer your first question in this way: If I buy a British ton of coal and I sell a British ton of coal for a definite price, I am not cheating. But if I buy an American ton of coal and sell it for a British ton, I have lost money. If I buy a British ton and sell it for an American ton, I have gained money.

It doesn't make very much difference what you use as your yardstick as long as you use the same yardstick.

Now, admitting that the refractometer scale for sugar is not correct, that errors, if that instrument is used, simply cancel out, you have comparative results—more accurate than anything we know. From a scientific or chemical standpoint, you are absolutely correct.

There is another thing that comes into this picture, too. That is, what is moisture? Because the toluene distillation method shows different kinds of moisture, and all you are interested in is the free moisture.

Mr. Windt: I think the article by Fetter that appeared in the January issue of Industrial Engineering Chemistry was entirely out of order.

Dr. Jordan: I have taken corn syrup on the refractometer and taken moisture losses, on allowing it to stand under different conditions, either in vacuum or in an open oven at 105° Centigrade, and I can check by adding my solids, by the refracto-

meter, with my moisture loss at 105° Centigrade, within two or three-tenths of a per cent. That is pretty close on corn syrup.

If, however, I take that and distill it for fifteen or eighteen hours by toluene, I get free moisture. That is what we in the candy business are interested in. I get that first. Next I get combined moisture—dextrose hydrate, a molecule or portion of water combined with dextrose. If I continue, I will get off moisture films which are around each particle, and if I still continue I will get moisture of decomposition, which is the breakdown of sugar, and I can continue it for forty-two hours and I will still get moisture.

The reason why I bring that up is that I realize that a refractometer is not absolutely correct, because we are using a sucrose or cane sugar scale, but if we use that yardstick and always use that yardstick for each following piece of cloth that we measure, we are not cheating ourselves or the other fellow and we have at least got a comparable measure for the amount of solids so that one batch will follow the other.

It will not, however, give you the consistency of that starch because the breakdown in cooking or the particular type of starch you start with in this jelly form is not entirely dependent on the amount of moisture content in relation to solids. Each one is individual.

Mr. Lebeson: I can see where it would be a good measure under any given condition, in any given factory, that could be used with thin-boiling starches under certain conditions for control of moisture alone. I can see that.

Dr. Jordan: Taking the temperature of a moving starch batch is one thing, and taking the temperature of one that is still is something else again!

Mr. Melody: Thank you, Dr. Jordan.

H. C. Small, Australian Chocolate Manufacturer, Visits America and Europe on Buying Trip

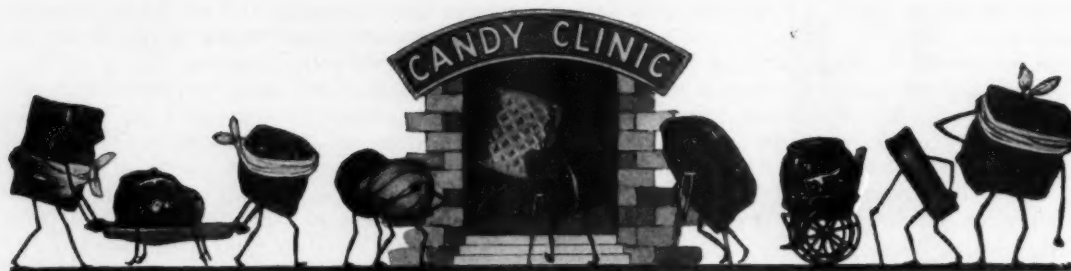
MR. H. C. SMALL, Managing Director of H. Small & Company, Ltd., Chocolate Specialists of Australia, is visiting American chocolate plants and equipment suppliers on his return from an extensive trip to England, Germany, Canada and other countries. He has purchased considerable machinery to be shipped to Australia. Mr. Small's company is the only exclusive chocolate manufacturing firm in Australia.

One of the oldest subscribers to *THE MANUFACTURING CONFECTIONER*, Mr. Small stopped at our offices on his way west, and revealed that he has a complete file of this publication since it was first started.

He is accompanied by his wife and two sons, one of whom is associated with him in business. The Smalls are motoring, and will sail from Los Angeles October 16.

Zone Meetings Produce Results

MANUFACTURERS in Zone 7 met at the La Salle Hotel in Chicago September 4, and reports were read by Chairman Louis Rubel. These came from representative manufacturers in the East regarding prevailing conditions. The outcome of the meeting proved encouraging to all manufacturers concerned.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

THIS MONTH WE ANALYZE

Bar Goods, 5c Numbers, 1c Pieces

Code 9A 35

Hard Candy Pop—2 for 1c
(Purchased in a candy store, Boston, Mass.)
Appearance of Pops: Good. Printed wax wrappers.
Size: Good.
Colors: Good.
Flavors: Good.
Remarks: This is one of the best 1c pops examined by the Clinic this year.

Code 9B 35

Butterscotch—6 pieces—1c
(Purchased in a candy store, Boston, Mass.)
Appearance of Pieces: Good. Each piece wrapped in a printed wax paper.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is a good eating 1c butterscotch and well made.

Code 9C 35

Milk Chocolate Peanut Bar— $\frac{1}{2}$ oz.—1c
(Purchased in a candy store, Boston, Mass.)
Appearance of Bar: Good. White inside wrapper, outside wrapper printed.
Size: Good.
Chocolate: Good.
Peanuts: Good.
Taste: Good.
Remarks: This is the best 1c chocolate bar examined by the Clinic this year. Well made and neatly put up.

Code 9D 35

Mint Wafers— $\frac{3}{4}$ oz.—1c
(Purchased in a candy store, Boston, Mass.)
Appearance of Package: Good. Foil in-

side wrapper, printed paper outside wrapper.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is a good 1c package of sugar mints, neatly put up.

Code 9E 35

Licorice Sticks—9 pieces—1c
(Purchased in New York City)
Appearance of Package: Good. Printed folding box.
Size: Good.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is a good eating 1c licorice package.

Code 9F 35

Assorted Jellies— $2\frac{1}{2}$ oz.—5c
(Purchased at a candy stand, Brooklyn, N. Y.)
Appearance of Package: Good. Printed boat, transparent cellulose wrapper.
Size: Good.
Colors: Good.
Texture: Good.
Flavor: Good.
Remarks: This is a good size package. The jellies are good eating. The flavors are some of the best that the Clinic has found in gumdrops or jellies this year.

Code 9G 35

Toffee— $1\frac{3}{10}$ oz.—5c
(Purchased at a candy stand, New York City.)
Appearance of Bar: Good. Printed glassine wrapper backed with foil. Piece is a butter crunch coated with light coating.
Size: Good.

Coating: Good.
Center—
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is a good 5c butter crunch bar, well made.

Code 9H 35

Malted Milk Bar— $\frac{1}{2}$ oz.—1c
(Purchased in a candy store, Boston, Mass.)
Appearance of Bar: Good. Foil wrapper.
Size: Good.
Coating: Light; fair.
Center: Malted milk cracker.
Texture: Good.
Taste: Good.

Remarks: This is a good eating 1c bar. While this bar is not a candy bar it is far superior to some of the rank 1c candy pieces.

Code 9I 35

Brazil Opera Bar— $1\frac{1}{2}$ oz.—5c
(Purchased in a drug store, Vancouver, B. C., Can.)
Appearance of Bar: Good. Printed transparent cellulose wrapper. Opera cream dipped in chocolate and rolled in chopped Brazils.
Size: Good.
Center—
Color: Good.
Texture: Good.
Taste: Good.
Coating: Good.
Brazils: Good.
Remarks: This is a good eating bar and of good quality. Bar weighed about $2\frac{3}{4}$ ozs. One of the best eating bars the Clinic has examined this year.

Code 9J 35

Milk Chocolate Coconut Bar— 2¼ oz.—5c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Bar: Good. Printed transparent cellulose wrapper.

Size: Good.

Coating: Fair.

Center—

Texture: Good.

Taste: Good.

Remarks: This is a good eating bar; the rum and butter flavor overcomes the coconut taste. Suggest less flavor be used or none.

Code 9K 35

Rock Candy—1¼ oz.—5c

(Purchased in a candy store, New York City.)

Appearance of Package: Good. Printed folding box. Candy wrapped in wax paper.

Size: Good.

Color: Good.

Crystals: Good.

Remarks: This is a good rock candy, well made and well packed. Seldom do we come across a piece of rock candy nowadays. This was a popular candy some years ago.

Code 9L 35

Butter Scotch—1½ oz.—5c

(Purchased at a subway stand, New York City.)

Appearance of Package: Good. Printed folding box. Ten pieces wrapped in printed wax paper.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating butter-

scotch but I do not think it is up to the butterscotch made by this company a few years ago.

Code 9M 35

Jumba Jellies—2 oz.—5c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Good. Six gumdrops on a printed card, Cellophane wrapper.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: This is a good eating jelly gum and a good size 5c seller.

Code 9N 35

Coconut Marshmallow Fudge Bar— Over 1½ oz.—5c

(Purchased in a drug store, San Francisco, Cal.)

Appearance of Bar: Good. Printed foil wrapper. Bar is made of a chocolate fudge, marshmallow center rolled in toasted coconut.

Size: Good.

Center—

Texture: Good.

Taste: Good.

Coconut: Had a slight rancid taste.

Remarks: The center is good eating but the coconut needs checking up. Suggest a coarse coconut be used; coarse coconut would eat better and would not take on a rancid taste as quickly as a fine coconut.

Code 9O 35

Fruit and Nut Bar—1½ oz.—5c

(Purchased at a bus station, Portland, Ore.)

Appearance of Bar: Good. Printed transparent cellulose wrapper. Bar is made of fruit paste with peanuts

and coconut dipped in milk chocolate.

Size: Good.

Center—

Texture: Good.

Taste: Good.

Coating: Good.

Remarks: This is a good fruit paste bar. Good eating and of good quality.

Code 9P 35

Malted Milk Bar—1½ oz.—5c

(Purchased at a bus station, Bellingham, Wash.)

Appearance of Bar: Good. Printed foil wrapper. Bar is a soft chocolate fudge type, dry malted milk is added.

Size: A trifle small looking.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a different bar, well made and good eating. Malted milk had a good taste. Candy was of good quality.

Code 9Q 35

Chocolate Chew Taffy—No weight —2 for 1c

(Purchased in a candy store, Chicago, Ill.)

Appearance of Piece: Good. Printed wax wrapper.

Size: Small.

Color: Good.

Texture: Too hard.

Taste: Not a good chocolate taste.

Remarks: Not a good eating piece; too hard and very poor taste.

Code 9R 35

Licorice Drops—½ oz.—1c

(Purchased in a cigar store, Chicago, Ill.)

Appearance of Package: Good. Printed folding box.

Size: Good.



Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is a good eating 1c licorice package.

Code 9S 35

Sugar Wafers—3/5 oz.—1c
(Purchased in a drug store, Chicago, Ill.)
Appearance of Package: Good. Printed glassine wrapper.
Size: Good.
Colors: Good.
Texture: Good.
Flavors: Fair.
Remarks: This is a good size 1c seller.

Code 9T 35

Licorice Chew—No weight—2 for 1c
(Purchased in a candy store, Chicago, Ill.)
Appearance of Pieces: Good. Printed wax wrappers.
Size: Good.
Color: Good.
Texture: Too hard.
Taste: Good.
Remarks: This would be a good eating piece if it was cooked softer.

Code 9U 35

Marshmallow Doll—No weight—1c
(Purchased in a candy store, Chicago, Ill.)
Appearance of Piece: Dirty looking.
Size: Good.
Colors: Good.
Texture: Good.
Taste: Fair.
Remarks: Bar was dirty from handling. Suggest a wrapper or glassine bag be used.

Code 9V 35

Panama Caramels—2 for 1c
(Purchased in a cigar store, Glen Elyn, Ill.)
Appearance of Pieces: Good. Printed wax wrappers.
Size: Good.
Color: Good.
Texture: Good.
Taste: Fair.
Remarks: Suggest another flavor be used as banana flavor does not taste very good after the candy gets old.

Code 9W 35

Butterfinger—1/2 oz.—1c
(Purchased in a candy store, Chicago, Ill.)
Appearance of Package: Good. Printed wax wrapper.
Size: Good.
Coating: Light; fair.
Center—
Texture: Good.
Taste: Fair.
Remarks: This bar would have a better taste if peanuts were roasted more.

Code 9X 35

Licorice Cigar—No weight—1c
(Purchased in a candy store, Chicago, Ill.)

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.
—Editor.

Appearance of Piece: Good.
Size: Good.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is a good eating licorice piece.

Code 9Y 35

Chocolate Cigars—5 for 1c
(Purchased in a candy store, Chicago, Ill.)
Appearance of Package: Good. Folding printed open face box.
Size: Good.
Cigars—
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is a good 1c package.

Code 9Z 35

Fudge Waffle—2 1/2 oz.—5c
(Purchased in a cigar store, Chicago, Ill.)
Appearance of Bar: Good. Printed transparent cellulose wrapper. Bar is a chocolate Brazil fudge.
Size: Good.
Color: Good.
Texture: Good.
Taste: Fair.
Brazils: Good.
Remarks: Fudge did not have a good taste; tasted as if scrap was used. Not up to standard.

Code 9aa 35

Chicken Corn—1/2 oz.—1c
(Purchased in a candy store, Chicago, Ill.)
Appearance of Package: Good. Small folding box, open face.
Corn—
Color: Good.
Moulding: Good.
Texture: Good; too dry.
Flavor: Good.
Remarks: This is a good size 1c seller. Corn needs checking up as it is too dry.

Code 9bb 35

Butter Toffee—1 1/4 oz.—5c
(Purchased in a drug store, Chicago, Ill.)
Appearance of Bar: Good. Inside wrapper of foil, printed band.
Size: Good.
Coating: Milk chocolate; good.
Center—
Color: Good.
Texture: Good.
Taste: Good.
Almonds: Good.
Remarks: This is a good eating bar and of good quality.

Code 9cc 35

Coconut Marshmallow Bar—2 pieces—3 oz.—5c
(Purchased in a cigar store, Chicago, Ill.)
Appearance of Bar: Good. Transparent cellulose wrapper, blue and silver seal. Bar is made of a marshmallow patty dipped in a chocolate syrup and rolled in coconut.
Size: Good.
Coconut: Slightly rancid.
Coating—
Color: Good.
Taste: Fair.
Center—
Color: Good.
Texture: Fair.
Taste: Fair.
Remarks: This bar is not up to standard, very cheap quality. Bar had a rancid taste and was not good eating.

Code 9dd 35

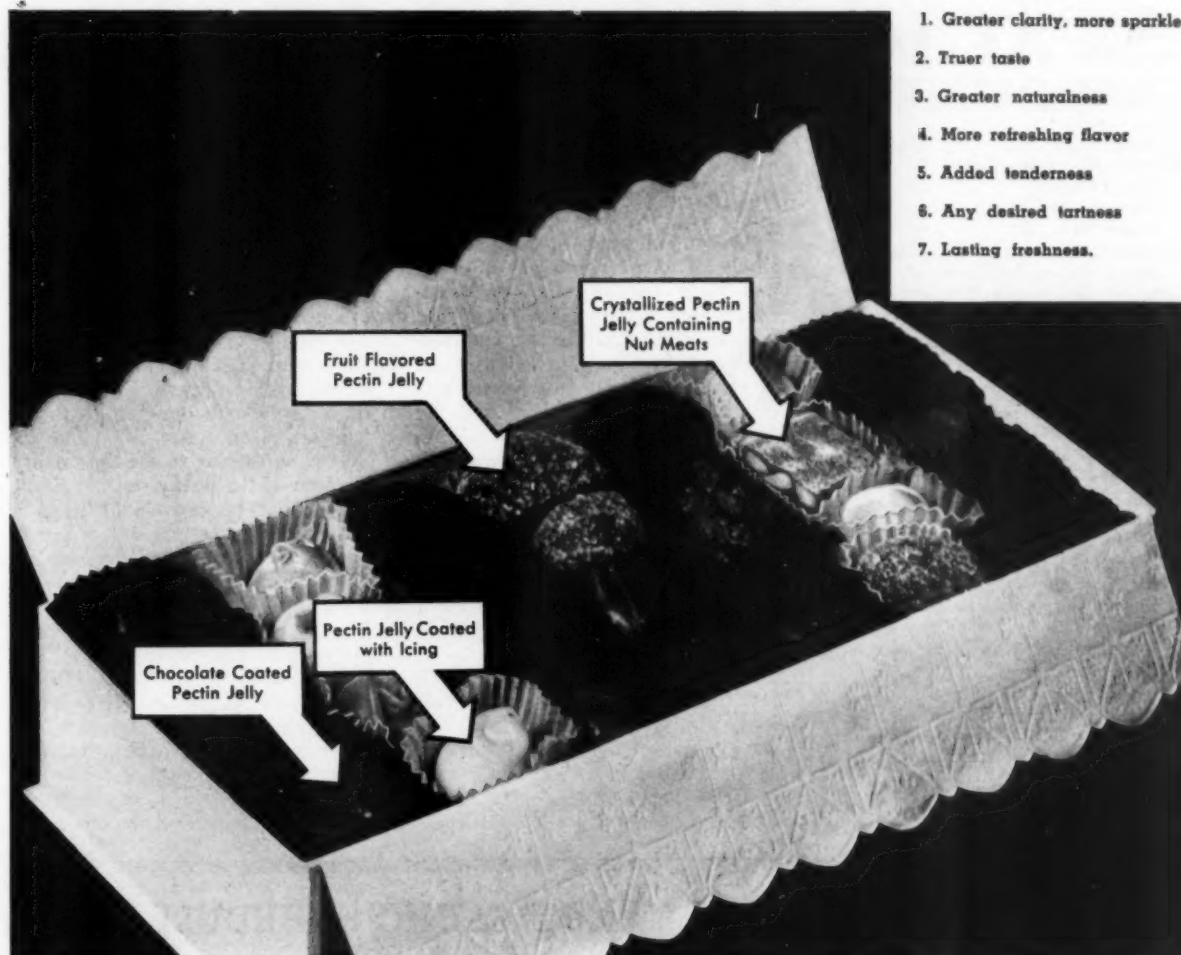
Gum Bars—2 pieces—4 oz.—5c
(Purchased in a cigar store, Chicago, Ill.)
Appearance of Package: Good. Printed wax paper wrapper.
Size: Good.
Color: Good.
Flavor: Orange; good.
Texture: Too pasty; sugared.
Remarks: This bar is well flavored but the texture is too pasty. Suggest it be made to eat more like a gumbdrop.

Code 9ee 35

English Almond Toffee—1 oz.—5c
(Purchased in a railroad station, Chicago, Ill.)
Appearance of Bar: Good. Printed transparent cellulose wrapper.
Size: Small for a 5c bar.
Coating: Milk chocolate; good.

Every Jelly Piece Improved!

Send for free samples and formulas demonstrating how Exchange Citrus Pectin gives 7 quality advantages at low cost



1. Greater clarity, more sparkle
2. Truer taste
3. Greater naturalness
4. More refreshing flavor
5. Added tenderness
6. Any desired tartness
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Use Exchange Citrus Pectin and improve quality all along the line. Make jelly pieces and gum type goods suited for de luxe assortments, yet low enough in cost to be packed in generous five-cent packages and in bulk!

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Products Dept., Sec. 209, Ontario, Calif.

Send immediately samples and formulas of Exchange Citrus Pectin pieces.

Name
Company
Street
City State

Center: Butter toffee.

Color: Good.

Texture: Good.

Almonds: Good.

Taste: Good.

Remarks: This is one of the best butter crunch bars on the market. Well made, of good quality.

Code 9ff 35

**Sponge Bars—2 pieces—
1 3/10 oz.—5c**

(Purchased in a cigar store, Chicago, Ill.)

Appearance of Bar: Good. Printed transparent cellulose wrapper. Board boat used.

Size: Good.

Coating: Dark; fair.

Center: Molasses sponge.

Color: Good.

Texture: Entirely grained.

Taste: Fair.

Remarks: Bar needs checking up as center was entirely grained. A center of this type is not good eating unless it is brittle.

Code 9gg 35

Chewy Kisses—2 pieces—1c

(Purchased in a candy store, Chicago, Ill.)

Appearance of Package: Good. Kisses wrapped in wax paper, then wrapped in a large printed paper.

Kisses—

Color: Good.

Texture: Melted and stuck to the wax wrappers.

Flavor: Very cheap flavor.

Remarks: This is one of the cheapest 1c sellers The Clinic has examined this year.

Code 9hh 35

Chocolate Mint—No weight—1c

(Purchased in a waiting room, Chicago, Ill.)

Appearance of Piece: Good. Printed foil wrapper.

Size: Good.

Coating: Fair.

Center—

Texture: Good.

Flavor: Fair.

Remarks: This piece would be better tasting if a better peppermint flavor was used.

Code 9ii 35

Peanut Fudge Bar—1/2 oz.—1c

(Purchased in a candy store, Chicago, Ill.)

Appearance of Package: Good. Printed wax wrapper.

Size: Good.

Coating: Fair.

Peanuts: Good.

Center: Vanilla fudge; good.

Remarks: This is a good eating 1c piece.

Code 9jj 35

Chocolate Taffy—1/2 oz.—1c

(Purchased in a candy store, Chicago, Ill.)

(Turn to Page 44)

Bar Goods, 5c Numbers, and Penny Pieces

HAVE you ever noticed the amount of 5c bars that are on display in railroad depots, elevator stations, and in many retail stores and news stands? It is surprising to see the variety of these bars. It is noticeable that cracker manufacturers are making headway with 5c boxes of crackers, etc., including some dipped cracker bars. Bags of salted peanuts are coming to the front again in 5c and 10c sizes. Drug stores are still featuring 10c, 12c and 15c solid chocolate bars along with 5c bars.

We find all kinds of bars, also all kinds of quality and sizes. Very few large bars, as the old three-ounce bars, are on sale. These bars have been cut down to two and one-quarter to two and one-half ounces. A number of chain stores were visited to see if the 2c bars and the two for 5c bars were still selling. Only two large manufacturers were still making these priced bars.

The quality of the bars is about the same as it was a year ago. We find duplications of the well advertised bars, and nothing new. Out of a large amount of samples from different cities, the clinic was unable to find a new bar.

The caramel and fudge bars are still the "bad" actors. Scrap of all kinds finds its way into many of these bars. If you are making a fudge or caramel bar, use good raw materials, not scrap. Regardless of how good the scrap is, it will spoil

the taste of the bar.

In caramel bars, use enough fat or butter to make them eat good. Some of these bars are like chewing gum, and some of the fudge bars are like rubber.

Year after year we examine some bars made by the old, quality manufacturers. These bars are always the same quality, size, etc., and are always good.

If you are going to put out a bar, do not try to make the biggest bar; try to make the best. A two-ounce bar of good quality is about all you can give if a fair profit is to be made.

Penny pieces are getting better in quality but small in size. A year ago most of the popular 1c pieces ran between fourteen to sixteen pieces to the pound. Most all of the goods weigh one-half to three-quarters of an ounce.

It is surprising to see the quality in some of the penny sellers. Some of the bar houses would learn a lesson if they bought a few penny pieces and compared the quality with the 5c bars they are manufacturing.

Of course, we find some penny pieces that are unfit to eat. The children are careful buyers and, as one retailer said to me, "They know the good pieces."

After examining a large number of samples of all kinds of candy this year, the clinic can safely say that the quality of candy is better.

CANDY CLINIC SCHEDULE FOR 1935

THE monthly schedule of the CANDY CLINIC for 1935 (exclusive feature of The MANUFACTURING CONFECTIONER) is as follows:

JUNE—Marshmallows; Fudge; Caramels

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods; 5c Numbers; 1c Pieces

OCTOBER—Salted Nuts and Chewy Candies

NOVEMBER—Cordial Cherries; Panned Goods

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages



CANDY WRAPS

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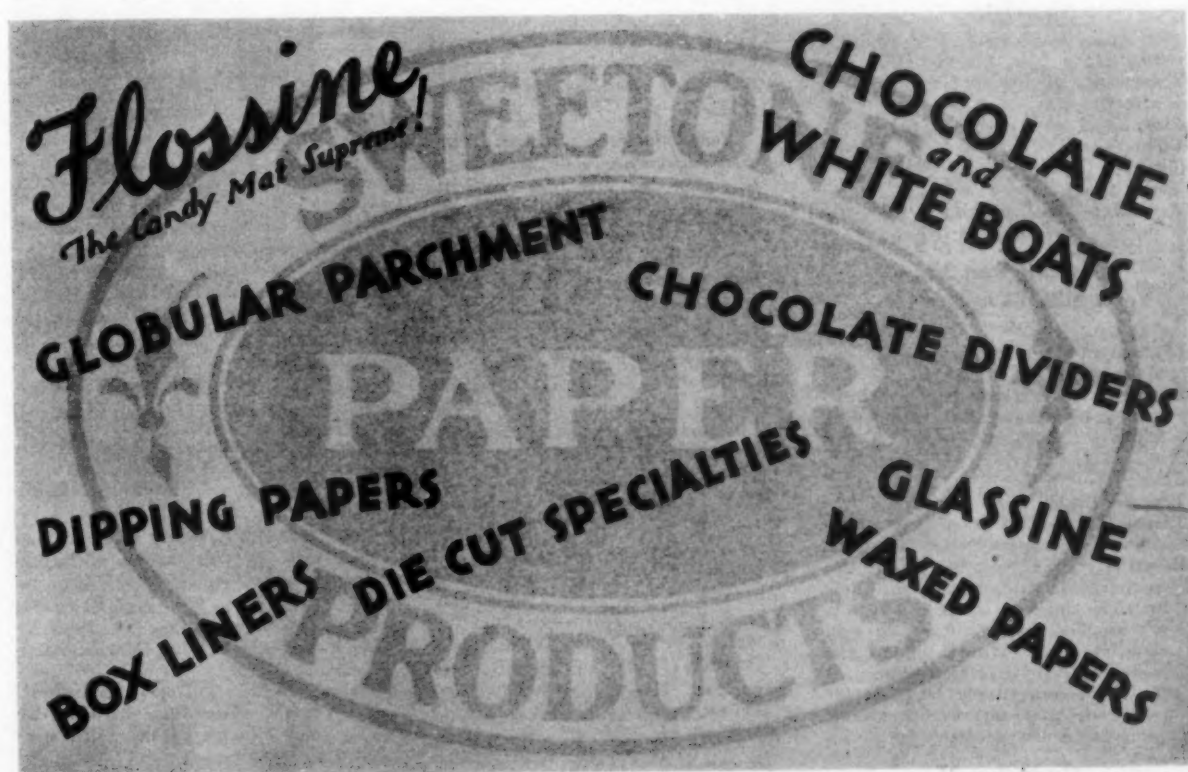


Nashua

GUMMED & COATED PAPER CO.

NASHUA, NEW HAMPSHIRE

WRITE FOR SAMPLES



GEORGE H. SWEETNAM, INC.

282 - 286 PORTLAND STREET
CAMBRIDGE, MASS.

Appearance of Piece: Good. Printed wax wrapper. Piece is a chocolate taffy.

Size: Good.

Color: Good.

Texture: Bad; could not eat as piece had run and stuck to the wrapper.

Remarks: This is a very poor eating piece even at 1c; very cheap quality.

Code 9kk 35

Caramel Cream Stick—

No weight—1c

(Purchased in a candy store, Chicago, Ill.)

Appearance of Piece: Good. Printed wax wrapper.

Size: Good.

Caramel: Good.

Center: Good.

Remarks: This is a good eating 1c piece.

Code 9ll 35

Honey Chew Bar— $\frac{1}{2}$ oz.—1c

(Purchased in a cigar store, Chicago, Ill.)

Appearance of Bar: Good. Printed wax wrapper.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating 1c bar.

Code 9mm 35

Peanut Butter Chew—

No weight—1c

(Purchased in a candy store, Chicago, Ill.)

Appearance of Piece: Good. Printed wax wrapper.

Size: Small for a 1c seller.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating piece but too small for a 1c seller.

Code 9nn 35

Yeast Milk Chocolate Bar—

1 oz.—5c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good. Printed folding box used. Bar wrapped in foil.

Size: Good.

Color: Good.

Texture: Good.

Taste: The taste of yeast is very pronounced, hardly any chocolate taste.

Remarks: For a yeast bar this is one of the best examined by the Clinic for some time. A bar of this type is not as good tasting as a plain milk chocolate bar. Would suggest the name of yeast be printed larger. If the bar is purchased for a regular milk chocolate bar the consumer is going to be disappointed.

Code 9oo 35

Nut Chews— $2\frac{1}{8}$ oz.—5c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good. Three bars dipped in chocolate, placed on a tray, printed transparent cellulose wrapper.

Size: Good.

Peanut Bar—

Coating: Dark; good.

Center—

Texture: Good.

Peanuts: Good.

Taste: Good.

Nougat Bar—

Coating: Good.

Texture: Good.

Taste: Good.

Chocolate Nut Caramel—

Coating: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This candy is well made and of good quality. One of the best 5c packages examined by the Clinic this year.

TRADE MARKS

for

Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

DUNKERETTS, bakery products. Use claimed since Nov. 7, 1934, by Cubison Cracker Co., Inc., Los Angeles, Cal.

BRILLIANTS, chocolate. Use claimed since Oct. 15, 1928, by Runkel Bros., Inc., New York, N. Y.

HEALTHIN, crackers. Use claimed since Jan. 12, 1935, by Beacon-Gale Corp., New York, N. Y.

Picture of farm house, ice cream, butter, eggs, etc. Use claimed since Dec. 3, 1923, by Farmstead, Inc., New York, N. Y.

FARMSTEAD, ice cream, butter, eggs, etc. Use claimed since Dec. 3, 1934, by Farmstead, Inc., New York, N. Y.

BLARNEY-STONE, cakes. Use claimed since Dec. 29, 1934, by Best Products Co., Washington, D. C.

PEPROL, confection consisting of combination of dates, figs, raisins, pea-

nuts, coconut and sugar, coated with chocolate. Use claimed since Jan. 31, 1935, by Pass & Williamson, Inc., Philadelphia, Pa.

TRY ANGLE FROSTEE HOUSE TOP, frozen confection. Use claimed since May 1, 1931, by Henry I. Glickman, Los Angeles, Cal.

LIVE, fruit and/or nut candy. Use claimed since January, 1930, by Nature Food Centers, Inc., Boston, Mass.

FROZEN SUNSHINE, cakes, rolls, buns, muffins, pies, doughnuts, crackers, cereal breakfast foods, ice cream, etc. Use claimed since Dec. 26, 1934, by National Oil Products, Harrison, N. J.

WHITMAN'S SAMPLER, candy. Use claimed since Nov. 1, 1932, by Stephen F. Whitman & Son, Inc., Philadelphia, Pa.

SPEARIES, chewing gum. Use claimed since Feb. 14, 1935, by Beech-Nut Packing Co., Canajoharie, N. Y.

BUFFET, crackers. Use claimed since Feb. 26, 1935, by Perfection Biscuit Co., Fort Wayne, Ind.

BIG BUBBLE, chewing gum. Use claimed since Aug. 31, 1934, by The Goudey Gum Co., Boston, Mass.

LET'S DANCE, bakery products. Use claimed since Dec. 1, 1934, by National Biscuit Co., New York, N. Y.

CRAZY FACE, cookies. Use claimed since March 4, 1935, by Burry Biscuit Corp., Chicago, Ill.

REVEL, frozen confections, ice creams, custards, sherbets, etc. Use claimed since Jan. 19, 1934, by Joe Lowe Corp., New York, N. Y.

LUCKY FORTUNE, chewing gum. Use claimed since July 2, 1934, by John E. R. Hasbrouck, New York, N. Y.

CREAMY WAY, cookies. Use claimed since Dec. 5, 1934, by Burry Biscuit Corp., Chicago, Ill.

WISE and owl design, potato chips. Use claimed since January, 1935, by Earl V. Wise, doing business as The Wise Delicatessen Co., Berwick, Pa.

V DOUBLE NICKLE V, frozen confections. Use claimed since — 1, 1934, by Roscoe R. Seiling, doing business as The Double Nickle Co., Lamar, Colo.

WASHINGTON ARCH, cakes, rolls, bread, crackers, pies, candies, nut kernels, cocoa, etc. Use claimed since Dec. 1, 1932, by The Fagan Corp., New York, N. Y.

A LA CARTE, candy. Use claimed since Feb. 20, 1935, by E. F. Kemp, Inc., Somerville, Mass.

SCHRAFFT'S and design, candy. Use claimed since June 11, 1932, by W. F. Schrafft & Sons Corp., Boston, Mass.

MIDNITES, licorice confections. Use claimed since June 18, 1924, by The John Mueller Licorice Co., Cincinnati, Ohio.

Wrapper having blue band or stripe at bottom and similarly colored projecting ears at top, for candy. Use claimed since Sept. 20, 1933, by Candy-Crafters, Inc., Lansdowne, Pa.

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Chocolate Melters, 150 lb. to 2,000 lb. capacity.
Chocolate Refiner, 5-Roll National, Water-Cooled Rolls.
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Lehmann 6' Chaser with Granite Rollers.
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A new form of GENUINE Fruit Extract possessing all the NATURAL qualities of the fresh-picked FRUIT.

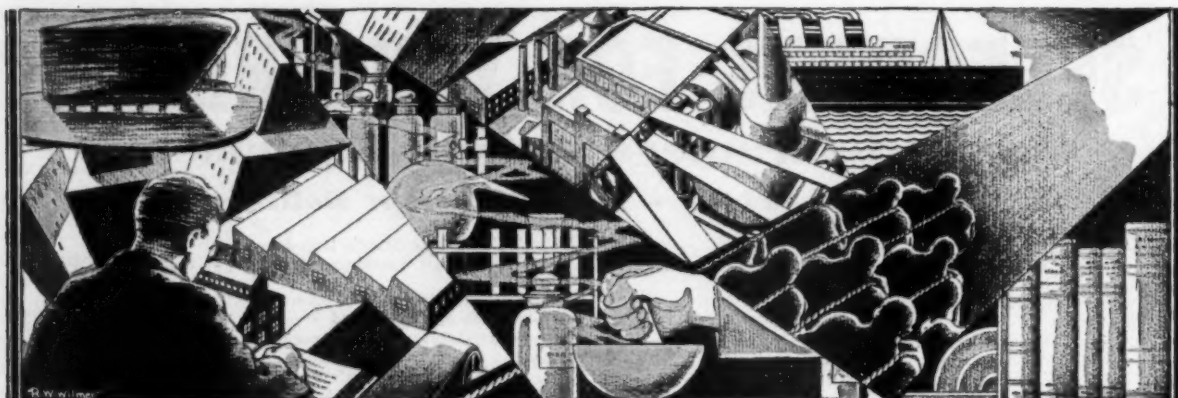
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Interrelationships of Sugars



E. F. and K. F. Armstrong.
Chemistry and Industry 1934, 912-13.

THE first sugar formed by nature in the leaves of plants is sucrose (ordinary sugar). All other sugars found in the plant are built up from sucrose by the action of enzymes. Thus, through the enzyme B-glucosidase, a second glucose molecule is added to the sucrose to form gentianose, and this in turn, by eliminating fructose under the hydrolytic action of invertase yields gentiobiose. A table of the interrelationships of the various plant sugars and how they are formed in nature is included in this interesting study.

Stabilizing Edible Fats Against Rancidity

Otto H. Alderks, et al., U. S.
1,985,969.

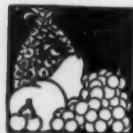
STABILIZATION against rancidity is effected by adding from 10-50% of hydrogenated sesame seed oil.

Determination of Activity of Commercial Invertase

Carlos E. Prêlat. *Anales assoc. quim. Argentina* 22, 73-5.

DESCRIPTION is given of a new and satisfactory method of determining the sugar inverting activity of commercial invertase. (C. A. 1126⁴, 1935.)

New Therapeutic Enzyme Derived from Apricots



Ernst T. Krebs. *Brit.* 417513
(1934).

ENZYMES suitable for use as therapeutic agents in the treatment of malignant growths are obtained from fruits of the *Prunus* family, particularly the apricot.

Peanut Treatment



Paul Ammann. *Brit.* 416,818
(1934).

A PEANUT product for use in confectionery, pastry, etc., is obtained by decorticating the nuts, heating to 80°-90° C. to coagulate the nitrogenous substances and destroy the enzymes without impairing the vitamins. The hot kernels are then subjected to pressure to extract the oil, the cakes broken up and cleaned of skins, and finally steam-treated to restore them to their original shape.

The Composition of Cacao Butter

J. Bougault and G. Schuster. *Bull Soc. Chem.* (5), I, 1416-18.

Distribution of Impurities in White Sugar Crystals



J. C. Keane, J. A. Ambler and S. Byall. *Ind. Eng. Chem.* 27, 30-3
(1935).

IT was found that whereas more than 50% of the total impurity was generally located in the outer 5% of the crystal, color, calcium oxide and sulfur dioxide were more uniformly distributed throughout. When hard candies were prepared from crystals that had the outer layer removed, the color was markedly improved whereas the sucrose and invert contents remained practically the same as in untreated crystals.

Milk Sugar and Its Beta Derivative

Frederick M. Greenleaf. *Proc. 5th Ann. State Coll. of Wash. Inst. Dairying* 1933, 75-80.

THE preparation and properties of milk sugars and their importance and possibilities in foods.



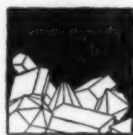
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An excellent product..
Highly concentrated..
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Formation of Oxalic Acid by Hydrolysis of Cacao Constituents



J. Grossfeld and E. Lindermann.
Z. Untersuch. Lebensm. 68, 612-31
(1934).

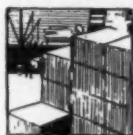
THE formation of oxalic acid on hydrolysis of cacao is explained on the ground of the presence of some still unknown mother substance. Methods have been developed for the determination of oxalic acid in cacao and cacao products.

Tratado Moderno de Fabricacion de Chocolates

M. Vidal. Barcelona: José Montesó.

306 pages on modern methods of confectionery manufacture. Price, 8 pesetas.

The Determination of the Source of Honey



Enoch Zander. Angew. Chem.
48, 147-9 (1935).

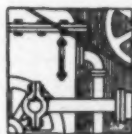
BY microscopic classification of the foreign substances in honey (flower pollens, fungi, yeast cells, bacteria, fibers, hairs of bees and insects, soot, etc.) fairly definite conclusions can be drawn as to plant source, country of production, grade, and method of preparation of a honey.

The Relative Values of Glucose and Sucrose

Sydney W. Cole. Lancet 1935, I,
431-2.

SUCROSE (ordinary sugar), appears to be preferable to commercial glucose (dextrose) as a foodstuff.

Sugar Syrup from the Cashew Apple



M. Srinivasan. J. Indian Inst. Sci.
17A, 85-94.

THE apple from which the cashew nut is suspended on the tree has been largely going to waste. The juice of this apple is readily converted into a syrup for confectionery manufacture. This sirup is cherry red in color, cannot be decolorized by carbon, contains vitamin C when properly processed, and is practically all invert.

A New Method of Determining Invertase Activity

W. R. Johnston, Sutton Redfern
and G. E. Miller. Ind. Eng. Chem.
Anal. Ed. 7, 82-6 (1935).

A unit: "invertous" is devised to measure the activity of yeast invertase. One inverton produces an initial rate of inversion of 5 mg. sugar per min., at 25° C.

What's New in The ASSOCIATED INDUSTRIES

M. M. & R. Representative Visits Home Office

S. C. GAMAGE, special representative for Magnus, Mabey & Reynard, Inc., covering territories of northern and central Ohio, Iowa, and Nebraska, has just ended a short visit to the New York headquarters where he has taken part in a number of conferences with the firm's executives. Enroute home, Mr. Gamage plans to visit numerous accounts throughout his territory. He looks forward to a very favorable Fall business.

Small Growers May Market Up to 100 Tons of Sugarcane Under New Rulings

ADMINISTRATIVE rulings governing the marketing of Louisiana sugarcane in 1935 were announced by the Agricultural Adjustment Administration today which will permit small growers to market up to 100 tons of cane, regardless of their base production. The rulings also provide that growers of more than 100 tons of cane may market up to 20 per cent in excess of their base production if they accept deductions in their benefit payments.

The deductions from benefit payments for those growers who elect to accept the deductions will be at the rate of \$2 per ton on each ton marketed between 100 and 110 per cent of the base production. The deduction on each ton marketed between 110 and 120 per cent of the base will be at the rate of \$3 per ton.

Hearings Scheduled on Marketing Agreement and Order for Walnuts

PUBLIC hearings have been scheduled for September 20 at Portland, Ore., and for September 23 at Berkeley, Cal., to consider a proposed marketing agreement and order for the handlers of walnuts grown in California, Oregon, and Washington. These are the first hearings called by the Agricultural Adjustment Administration with a view to replacing present marketing agreements and licenses with marketing agreements and orders in the form provided by the amendments to the Agricultural Adjustment Act.

Requests for this new agreement have been signed by packers and growers of walnuts representing 84.14 per cent of the 1934-35 pack. The petitioners are the four largest cooperatives in the industry: the California Walnut Growers Association, the North Pacific Nut Growers Cooperative, the Oregon Nut Growers, Inc., and the Eugene Fruit Growers Association. If approved, this agreement and order will replace an agreement and license which have been in operation since October, 1933.

Provisions of the agreement and order would pro-

vide for surplus control operations, similar to the surplus control provisions of the existing agreement and license. Under this plan the surplus walnuts would be turned over to the control board in charge of the agreement to dispose of in channels that would not affect the marketing of the portion of the crop for regular domestic consumption of merchantable walnuts.

Large surpluses have been successfully controlled for the past two years by the present agreement and license and since this year's crop promises to be the largest in the history of the industry, representatives of the growers have informed the AAA that they believe surplus control operations should continue.

Simplified Practice Recommendation for Glassine Bags Reaffirmed

THE Division of Simplified Practice of the National Bureau of Standards has announced that Simplified Practice Recommendation R107-31, Glassine Bags, has been reaffirmed without change by the standing committee of the industry.

This simplification program, which is concerned with the capacity, or use, size, packing, and basic weight of paper for flat and square glassine paper bags, became effective October 15, 1931. The current reaffirmation is the first action which has been taken by the standing committee since that date.

Copies of the recommendation may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., at five cents each.

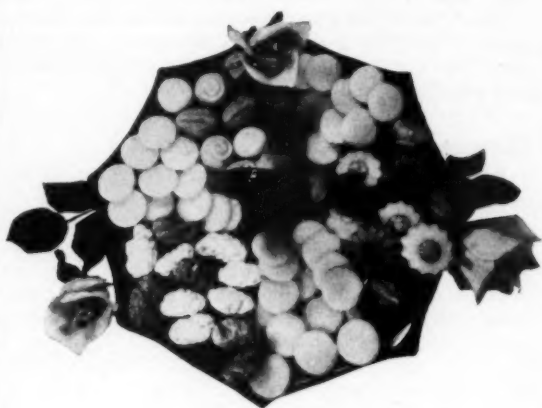
Soybean Acreage in U. S. 100 Times That of 1907

THE soybean, brought here from the Orient and improved year after year, has become an important American crop. In less than 30 years the acreage has increased a hundred fold—from 50,000 acres in 1907 to more than 5,000,000 acres in 1935.

This year American farmers planted 5,463,000 acres for soybeans grown alone—almost a third more acreage than in 1934.

A total of 6,906,000 bushels, or about 40 per cent of the 1934 seed crop, was used from October 1, 1934, to June 30, 1935, in the manufacture of soybean oil and meal for making a variety of commercial products. Chemists have found more than 300 widely assorted uses for the soybean.

Lecithin, a dark brown liquid extracted from the soybean, gives chocolate candy a gloss. Gumdrop makers put in a drop of this substance to prevent hardening in storage. Cotton textile plants produce a soft, supple finish to their goods with lecithin. Tanneries want their chrome leather to take up plenty of grease. They use lecithin to assist the



Sparkling CRYSTALLIZED NUMBERS

for your
HOLIDAY PACKAGES

They add an extra appeal to the holiday assortments—but they must be made right.

USE NULOMOLINE

to control graining, drying and fermentation, and be sure of smooth, soft, sweet creams.

NULOMOLINE means greater sweetness, tenderness and fine flavor in jellies and no graining or drying—marshmallows that are tender and fluffy—caramels free from grain—nougats soft or chewy. NULOMOLINE fits into all candy combinations.

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New York

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The Making of a Fine Package Line

A Package of Chocolates is known by the character of its coatings

THE quality of the chocolate will make or break the success of any package line, regardless of the quality of centers or the embellishments of the container. There is a pronounced trend among substantial confectioners toward a recognition of the public taste for real fine quality chocolate. The candy business is always good on products in which quality is the first consideration. *Merckens Chocolate Coatings* are the foundation for many of America's finest package chocolates.

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HANDLER & MERCKENS, INC.
180 W. Washington Street



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NATIONAL



The
**COMPLETE
 LINE**

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BRILLIANT • UNIFORM • STABLE


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GREENSBORO	ATLANTA	CHATTANOOGA
PORTLAND, ORE.		TORONTO

BRANCHES AND DISTRIBUTORS THROUGHOUT THE WORLD

FOOD COLORS



process. Lecithin is also found in egg yolks, but egg yolks are too expensive as a commercial source.

Food uses of the soybean are manifold. Soybean flour is used in making bread, cakes, ice cream cones, ice cream powder, macaroni products, wafers, and meat products filler.

Grease-Proof Carton Developed

EFFICIENT and economical packaging of products with a greasy or oily content has always been a problem for packers of merchandise of that nature. Inner liners and outside wrappers, used to prevent discoloration of packages, were considered necessary additions to package costs, and complicated packaging problems. Further, despite all precautions, ordinary boxboard through capillary attractions, absorbed moisture from the product and left it dry and tasteless.

In recent years, large packers of such products with a greasy content have adopted a grease-resistant carton board as a solution to the problem. Among the food products using it successfully are candies, chocolate and peanut bars. It illuminates the need of inner liners, and outside wrappers are not necessary. It is also both tasteless and odorless.

The cartons can be finished in full color printing, with illustrations and trade marks losing none of their sales effectiveness.

Copeland Bill Held Up Till 1936

WITH the adjournment of Congress, the Copeland Bill, intended to revise the Pure Food and Drug Act, will probably be brought up again at an early date when Congress convenes again in January. The Bill, which was expected to be passed during the past session, was sidetracked by the pressure on the President's "Must" legislation.

It will be unnecessary for the Senate to again vote on the bill as a whole, unless extended changes are proposed in conference. Congressional action during adjournment is likely to be the investigation by the Patman special committee studying rebates and advertising allowances, and a study of food costs by the Federal Trade Commission.

William F. Heide, as a member of the N.C.A. Legislative Committee and in behalf of the candy manufacturing industry, attended the last hearing of the House Conference Committee on August 8-9. Various provisions of S.5 have been altered so that they no longer are detrimental to candy manufacturers. The amendments proposed by the N.C.A. and offered by Mr. Heide are as follows:

Section 301, Paragraph (d), striking out "resinous glaze, or non-nutritive substance. It will read: "If it is confectionery or ice cream, it shall also be deemed to be adulterated if it bears or contains any alcohol or any inedible substance; Provided, That this paragraph shall not apply to any confectionery or ice cream by reason of its containing less than one-half of one per cent by volume of alcohol derived solely from the use of flavoring extracts, or to any chewing gum by reason of its containing harmless non-nutritive masticatory substances."

The N.C.A. proposes that Section 302, (i) will read as follows:

"Provided, That, to the extent that compliance with

the requirements of subdivision (2) of this paragraph is impracticable, because of normal variations in ingredients, or their quantities, usual to good manufacturing or packing practice, exemptions as to packages of assorted food shall be established and reasonable variations from the stated order of such ingredients shall be permitted, by regulations promulgated by the Secretary."

Also in Section 302, (k) it is proposed to read: "If it bears or contains any chemical preservative or if it be a natural product, or made in imitation of a natural product and contains artificial color, and it fails to bear a label stating that fact."

Bunte Inaugurates Huge Radio Campaign on Tango Bars September 15

BUNTE BROTHERS, Chicago, have announced that 39 radio stations will broadcast their message of Tango Bars to millions during an extensive advertising campaign to begin September 15.

The schedule, which will run indefinitely, will be the largest radio program by any candy manufacturer on the air. It will be an expansion of the radio schedule Bunte has used in building Tango sales since last fall, according to F. A. Bunte, vice-president of the firm, who is directing their advertising.

The sales volume of this popular bar for the first seven months of 1935 has already surpassed the total sales on Tango for all of last year, Mr. Bunte revealed to THE MANUFACTURING CONFECTIONER.

The stations to be used in the schedule are as follows:

WSB, Atlanta, Ga.; WAPI, Birmingham, Ala.; KFYR, Bismarck, N. D.; WMT, Cedar Rapids, Iowa; WCHS, Charleston, W. Va.; WBT, Charlotte, N. C.; WMAQ, Chicago; WCKY, Cincinnati, O.; WGAR, Cleveland, Ohio; KLZ, Denver, Colo.; WHO, Des Moines, Iowa; WJR, Detroit, Mich.; WEBC, Duluth, Minn.; WGBF, Evansville, Ind.; WOWO, Ft. Wayne, Ind.; WFAA-WBAP, Ft. Worth-Dallas, Texas; WOOD-WASH, Grand Rapids, Mich.; KPRC, Houston, Texas; WFBM, Indianapolis, Ind.

KMBC, Kansas City, Mo.; WMOX, Knoxville, Tenn.; KLRA, Little Rock, Ark.; WHAS, Louisville, Ky.; WMC, Memphis, Tenn.; WTMJ, Milwaukee, Wis.; WSM, Nashville, Tenn.; WKY, Oklahoma City, Okla.; WOW, Omaha, Neb.; WMBD, Peoria, Ill.; WCAE, Pittsburgh, Pa.; WHAM, Rochester, N. Y.; KSCJ, Sioux City, Iowa; KWK, St. Louis, Mo.; WTCN, St. Paul, Minn.; WSPD, Toledo, Ohio; WIBW, Topeka, Kas.; KVOO, Tulsa, Okla.; KFH, Wichita, Kas.; WNAX, Yankton, S. D.

Tackling the Packaging Problem

(Continued from page 21)

the designer to rank with the rest of the manufacturer's experts.

A well designed package, that sells merchandise, is not necessarily a costly package. In fact simplicity can be as effective as ornateness, even more effective. The important question is not how elaborate the design and how costly, but how well designed. Will it produce a greater sales volume and more profit than any other package which could be devised within the same general limitations?



Scores Again

● The confectioner who uses chocolate coatings that not only win business, but HOLD it has a distinct competitive advantage. Samples will quickly convince you why more and more confectioners are turning to Hooton's Chocolate Coatings.

HOOTON
CHOCOLATE CO.
NEWARK, NEW JERSEY



Re-use Containers for Holiday Packaging



Interesting bowls, containers and what-nots, made up in the new, popular Satin-Ray Aluminum, provide smart containers for candy and confectionery.

Send for bulletin showing a variety of containers in natural color!

West Bend Aluminum Co.
Dept. 859 West Bend, Wisc.

Add These to Your Library on Candy Information

REPRINTS are available of the articles appearing in *The Manufacturing Confectioner*. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"ADVENTURES IN COCONUT CANDIES," including many formulas and suggestions for new pieces, by George A. Eddington, Superintendent, Hillman's Candy Factory, Chicago, Ill.—5 cents each.

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT GOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—25 cents each.

"THE PRODUCTION MAN SPEAKS on FLAVOR QUALITY IN CONFECTIONS," by Otto Windt.—5 cents each.

"THE HOW AND WHY OF A THOUSAND ACCIDENTS IN CANDY FACTORIES," by Joseph E. Magnus.—5 cents each.

"STEAM JET REFRIGERATION AS APPLIED TO THE CANDY INDUSTRY," by John R. Moore.—5 cents each.

"WHEN THEORY MEETS PRACTICE — COCOA-MILK," by Robert Whympers and C. P. Shillaber.—5 cents each.

Also now available—"THE PROBLEM OF CHOCOLATE FAT-BLOOM," a book by Robert Whympers, an international authority on chocolate manufacture.—\$2.50 per copy.

Send for your copies now!

The Manufacturing Confectioner

1140 Merchandise Mart

Chicago, Ill.

Trade News Briefs

Hawley & Hoops, of New York, have appointed Keith T. Nichols as their representative in the metropolitan Chicago area. Mr. Nichols was formerly associated with the **Fred Harvey** chain in the mid-west and is well known in the trade.

Chas. A. Schweik and **Geo. W. Gronberg** have formed the **Schweik-Gronberg Company**, located at 43 East Ohio street, Chicago, as manufacturers' representative, and will represent the **Fred W. Amend Co.** in the Illinois and Wisconsin area. Mr. Schweik and Mr. Gronberg were formerly associated with C. H. Meister & Co.

Harry Hyslop, formerly connected with the **American Licorice Co.** and the **Dante Candy Co.**, has decided to embark on a new venture and is now operating a restaurant in Wisconsin.

The Fairco Cone Co. is now located in its new headquarters at 2534 South Western avenue, Chicago.

W. M. Wallace, president of the Southern Wholesale Confectioners' Association, is making inquiry regarding the proposed convention on board ship to Cuba and return, which is being contemplated by the association for their convention next summer. Assisting Mr. Wallace are James J. Reiss, Paul D. Aman and J. M. Turner.

More than 200 jobbers and salesmen and their families were guests of the Falls Cities Wholesale Confectioners' Association at an outing held in Louisville, Ky., the middle of August, according to **Baldwin C. Burnam**, secretary.

The Georgia Cigar and Tobacco Co. has recently moved into its new headquarters at 210 N. Washington St., Albany, Georgia, as reported by J. C. Cornell, manager.

Efforts to liquidate the outstanding indebtedness of the Southern Regional Code Authority office have been started by the Liquidation Committee appointed by the Board of Directors of the **S. W. C. A.**, following the passage of a resolution at its recent convention urging the industry to wipe clean the slate of the Code era.

Frank Crist, well-known in candy production circles, is now with **Nutrine Candy Co.**, Chicago. Mr. Crist's previous connections include **Charms Company**, Newark, N. J., **Hardie and Eatmor** of Pittsburgh, **Eline** of Milwaukee, and **Brach's** of Chicago.

Mr. Nick Holman, for years in the production department of **Kranz**, one of Chicago's old-time retail confectioners, passed away recently. His son, **Walter Holman**, is a production executive at the **Cracker Jack** plant.

Joseph B. Galli, 64, President of **Peanut Specialty Co.**, Chicago, died suddenly August 19 at his summer home in Eagle River, Wis. Mr. Galli, who was one of the founders of his company, during the World War, was regarded as one of the most able manufacturers in the midwest. He was formerly with **Lion Specialty Co.** Associated with him at **Peanut Specialty Co.** was his brother, **Frank**, in charge of production, and **John Lavezzorio**, Secretary of the firm.

Commenting upon Mr. Galli's passing, **L. B. McKenny**, representative of **Warfield Chocolate Division** of the **Warfield Company**, recalled his efforts in behalf of Mr. Galli, during the war, to obtain permission from the government to ship him a carload of chocolate so he could get started in business.

H. H. Harris, President of Harris, Woodson Co., Inc., Lynchburg, Va., and former President of the N. C. A. (1921-22), died August 16. Mr. Harris was one of the leading business men of Lynchburg, serving as a director of a number of concerns.

Another recent death among the industry's production men was that of Chas. H. Grebenstein, Jr., 41, for many years a foreman of several departments at Henry Heide, Inc. His father, also long with the firm, had been one of the earliest production executives associated with Henry Heide. His two brothers, Edward and Walter, are with Heide's.

Charles Cockrell, President of Du Ann Candy Co., Chicago, and one of the industry's outstanding merchandising men, announces the opening of another candy department in the Du Ann chain, which will be in the Evansville Dry Goods Co. store at Evansville, Ind. Equipped with the latest of modern fixtures, the department will open September 25. This makes the tenth store in the Du Ann group, which includes a number of Montgomery Ward retail stores in various cities.

Suppliers of candy bar wrappers, bags, and other packages, report they are unusually busy on orders for many new items to be introduced by our manufacturers in the near future.

Executives of the Schutter-Johnson Candy Corp. are enthusiastic over their new headquarters across the street from the factory, to which they moved recently when their greatly increased business literally pushed the office out of the building. The new officers are at 1016 N. Cicero Ave. New equipment is also being added to the plant in an attempt to meet production requirements, according to Robert Schutter, President. "Our business has so increased that our chief problem is now that of production," he said.

E. J. Brach & Sons have started to utilize the new addition to their plant, which is now being completed. It offers greatly increased storage facilities.

Crystal Pure Candy Co., Chicago, plans to build a \$35,000 addition to its plant. For some time the firm has had difficulty in meeting the demand for its suckers and hard candies, according to company officers.

The Day's Work in Selling Dealers

(Continued from page 32)

all you need. Just take this out and show it to them, and you'll get the orders." As a result, store rooms, basements, attics, and Y. M. C. A. check rooms are filled with dusty remains of what were to have been glorious aids to selling.

Few single "sales aids" make a presentation any more than a single custard pie makes a movie comedy. This goes for the most complete selling aid ever prepared. . . .

Again, nothing but practice will permit the salesman to achieve best results. In planning the use of any materials, remember: The whole presentation, leading from the approach to the order comes first. Slip the "big idea" in where it fits. It will probably not fill much space. And then, sell as if it were hardly in the picture.

(To be Continued)

**Fondants
need a
quality
flavor, too!**

YOUR chocolate covered vanilla creams deserve the same careful consideration inside as well as out.

The smoothness in taste of Burnett's Vanilla and its duty as a blending agent in your cream fondant will make the entire piece taste better.

Burnett's Vanillas are guaranteed for uniformity in purity and strength. Use

**FORT
MONOGRAM
DREADNAUGHT
ARMADA**

**BURNETT'S
VANILLAS**

**JOSEPH BURNETT COMPANY
437 D Street, Boston**

**Something You Eat Today Will Taste
Better Because of Burnett's Vanilla**



Behind that name stands a full century of service to MANUFACTURERS of CHOCOLATE. It is a positive guarantee that machinery and equipment bearing the LEHMANN trade mark are the very finest that human skill and engineering ability can produce.

Let LEHMANN Engineers solve your equipment problem.

J. M. LEHMANN CO., INC.

Established 1834

250 W. Broadway, New York, N. Y.

PLANT: LYNDHURST, N. J.

IDEAL WRAPPING MACHINES

Ideal Wrapping Machines were designed to meet the needs of those large and small manufacturers whose requirements demand rapid handling along with dependable and uninterrupted operation. The service record of every IDEAL sold proves the absolute reliability of this equipment. Each machine carries our unqualified guarantee that it is mechanically perfect.

Two models are available. The Senior Model which wraps 160 pieces per minute and the Special Model with a capacity of 240 pieces per minute.

Candy manufacturers will find these machines excellently adapted to their most exacting requirements.

Write for complete specifications and prices.



IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

SALESMEN'S SLANTS

C. Ray Franklin
Kansas City, Mo.



THE jobbers in Kansas City are all busy as I write this report, getting goods ordered for the opening of school. From all indications at this time they expect a good volume for a while, as retailers' stocks are pretty well depleted, due to the past few weeks being so humid that candy just simply did not stand up.

* * *

The Quality Candy Company of Kansas City, wholesalers who supply the wagon jobbers, gave a Dutch Lunch party to all the salesmen, jobbers, and wagon men in Greater Kansas City. They had a real Dutch Lunch, may I advise you! Refreshments of all kinds, cards, and a real get-together. Louis Zalken and Milt Morganstein officiated as hosts. Everyone reported a good time.

* * *

Crop conditions throughout the middle west are as fine as I have seen in years. While the small grain crop is not up to par in spots, as a whole it is fine. Corn is fine and there will be a large yield. Quite a difference this year as compared to last, when everything was burned up. There should be some money out here for candy this fall and winter.

* * *

The Linn Candies, Inc., Cedar Rapids, Iowa, moved into their new building. They will now operate their factory and jobbing department under one roof. Their new building has all the latest conveniences necessary for reduced overhead.

* * *

M. R. Keshen, president of the American Mint Corp., of New York, who make the nationally known "Kraks," is responsible for the following:

Lady Customer: I see this medicine is advertised as good for man and beast.

Druggist: Yes.

Lady Customer: Gimme a bottle. I believe it's the right combination to help my husband.

* * *

The St. Louis jobbers are all set to start selling candy for school opening. Bill Milligan, Basil Palmer, Fred Schmeckebier, Al Dudenhofer, and the whole bunch of old-time jobbers (I refer to point of service) advised me they were looking forward to a good business this fall. They usually know, and now that all their summer activities are over they have settled down to real business.

* * *

The Missouri River Zone of Manufacturers met at Kansas City at the Hotel Muehlebach for another get-together a few days ago. At luncheon the following incident took place. They were all seated at the table and the soup had been served. George Williamson of the John G. Woodward Company, Council Bluffs, Iowa, called the waiter and declared, "Waiter, I cannot eat this soup!" "I'll call the manager," said the waiter. When the manager arrived, George said to him, "This soup—I can't eat it." "I regret that," exclaimed the manager, "I'll bring the chef!" When the chef arrived, George said to him, "I can't eat this soup." "What's the matter?" inquired the chef. "I haven't a spoon!" George explained.

John Ryan, sales manager for Newton Products Company, Cincinnati, swears the following is the truth, so it's up to John, not me. It seems John was with one of his brokers down south and the broker invited John out to supper at a fashionable supper club. The next day a number of the patrons were called by the police department. John was not called. After some questioning by the chief, he heatedly inquired, "What, you mean to say this fellow choked a woman to death in a well lighted cabaret in front of over a hundred people! Didn't anybody interfere?" "No, cap," replied the witness, "everybody thought they were dancing."
—C. R. F.

Cherry Specialty Co., Allied with Schutter-Johnson

IT has been announced by W. T. HAWKINS, president of the Cherry Specialty Co., Chicago, that effective in August his organization will take over the entire production, sales and distribution of all chocolate package and chocolate cherries of the Schutter-Johnson Candy Corp. The department and equipment for the manufacturing of this class of merchandise has been leased by the Cherry Specialty Co., and the customers of Schutter-Johnson for this class of goods will be promptly and efficiently served as in the past.

Candy Production Club of Chicago Enjoys Golf Outing

R. N. ROLLINSON, Secretary of the Candy Production Club of Chicago, reports that 185 members and guests of the allied trades turned out for their annual golf outing last month. None were disappointed in not having a good time, as there were 85 prizes given away and they enjoyed a good luncheon and a grand dinner. The prizes were contributed by many of the industry suppliers and the Production Club. The outing was held at the Kildeer Country Club and its two eighteen hole courses gave the boys plenty of room to romp around.

Cooperation Between Credit and Sales Departments

(Continued from page 33)

reduce our collection losses by improving the quality of our customers.

We should put a definite sales effort into our letters. Let the customer know we appreciate his business. Collect by selling him another bill of goods. When he needs more goods he'll pay the old bill and feel better about it than if he has been threatened or abused into paying it. Lead him to pay his bill instead of pushing him. Most men are easier to lead than to push.

Occasionally it will be found that a number of customers will withhold payment of bills because a certain piece of merchandise is not selling. It is then the duty of the credit department to bring this to the attention of the sales department, so the proper remedy in a changed formula, package, or selling plan may be worked out and sales volume on the item built up—and, incidentally, a collection problem removed.

In conclusion, let me suggest that when you are stuck on a hard decision try sitting down at your sales manager's desk and getting his opinion. You will find he is wise in the practical psychology of handling customers, and that he has a broad fund of practical common sense business experience which he will gladly turn to your use.

NEW LOW PRICES
ON THE IMPROVED

BURMAK BATCH ROLLER BELT

6' Size \$5.00 ea.
7' Size 6.00 ea.
8' Size 7.00 ea.



DOUBLE EDGE
DOUBLE WEAR

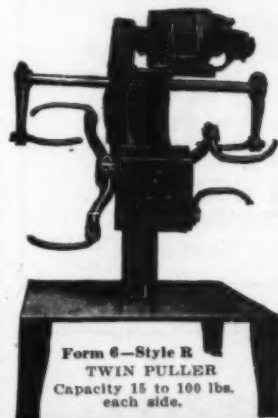
Where the wear occurs the edges are reinforced with double thickness of fabric and extra stitching. Specially woven to give greater tensile strength. These two features double the life of this new belt, yet they cost no more than the ordinary type.

BURRELL BELTING COMPANY
413 S. HERMITAGE AVENUE - - - - - CHICAGO

MAXIMUM
CAPACITY 200 lbs.

PER BATCH

Form 6 — Style R
TWIN PULLER



Form 6—Style R
TWIN PULLER
Capacity 15 to 100 lbs.
each side.

Minimum capacity 15 lbs. per batch. Pulls either hard-boiled or soft-boiled goods.

Can be operated at any speed desired. Has variable speed control, self-contained electric motor drive.

Can be used for 2 batches at once—either the same or different colors or flavors. Write for complete description and price.

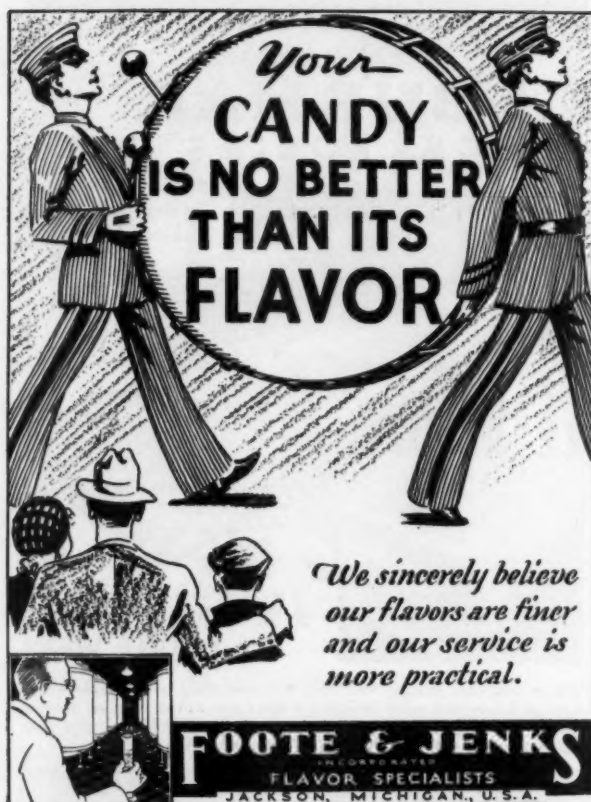
Other sizes and styles—capacities 5 lbs. to 300 lbs. per batch. All parts interchangeable.

Rebuilt Models Available

A substantial saving is possible by installing a rebuilt model. Write for information.

HILDRETH'S


THE ORIGINAL CANDY PULLER
HILDRETH PULLING MACHINE CO.
153 Crosby Street, New York, N. Y.



Your
**CANDY
IS NO BETTER
THAN ITS
FLAVOR**

*We sincerely believe
our flavors are finer
and our service is
more practical.*

FOOTE & JENKS
INCORPORATED
FLAVOR SPECIALISTS
JACKSON, MICHIGAN, U.S.A.



IMPORTERS

SHELLED NUTS
EGG ALBUMEN
GUMS . . GINGER
PEELS . . . AGAR
MARSHMALLOW GELATINS

HEADQUARTERS FOR MORE
THAN HALF A CENTURY

T. M. DUCHÉ & SONS, Inc.
117-119 HUDSON ST., NEW YORK

BOSTON—177 State Street
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CLEVELAND
BALTIMORE

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THE MANUFACTURING CONFECTIONER
1140 Merchandise Mart Chicago, Ill.

Canadians Hold Successful Convention

By WILFRED REEVES,

Secretary, Confectionery, Biscuit and Chocolate Industries of Canada.

THE Confectionery, Biscuit and Chocolate Industries of Canada recently held the most successful convention they have had since the beginning of the "Great Depression." Their annual sessions this year were held August 29 and 30, in the King Edward Hotel, Toronto.

Mr. Harry Hunt, the retiring president, in his address, was able to report excellent progress for the Canadian Association, and a considerable increase in the activities of the association office. It was also reported that, according to the latest Ottawa statistics, the sales in all branches of the industry were showing marked increases.

The most successful feature of the business sessions was the address and, later, conferences with Dr. Stroud Jordan, of New York, who amazed the delegates with his vast knowledge of confectionery manufacture, and who was kept busy answering questions by Canadian production men for the two days of the convention. The Canadian Association is glad to give Dr. Jordan the "lion's share" of the credit for the best attended business sessions ever held.

An interesting development was the conference with the Bureau of Statistics officials from Ottawa, whereby the industry has laid plans to secure monthly sales figures, instead of the yearly figures now received.

The convention passed a resolution of appreciation to its executive member, Mr. Frank P. O'Connor, president of Laura Secord Confections, Limited, and the Fanny Farmer Company in the United States, on his recent magnificent gift of half a million dollars to charity.

Some of the supply firms of the United States were represented at the convention. These included: Chas. Mongere, Capital City Products, Columbus, Ohio; J. E. Rowe, Ross and Rowe, Inc., New York, N. Y.; W. F. Schlesinger, Ross and Rowe, Inc., New York, N. Y.; Wm. A. Cleary, American Lecithin Co., New York, N. Y.; B. E. C. Gillette, National Equipment Co., Springfield.

The following officers of the association were elected for the 1935-36 period:

President—C. E. Spooner, Toronto, Ont.; first vice-pres., Paul Vaillancourt, Montreal, Que; second vice-pres., W. H. Hamblin, Kitchener, Ont.; secretary-manager, Wilfred Reeves, Toronto, Ont.

Executive committee—F. T. W. Saunders, chairman, Montreal; A. D. Ganong, St. Stephen, N. B.; W. Robertson, Toronto, Ont.; E. Littler, Montreal, Que.; W. A. Patterson, Toronto, Ont.; F. J. Waud, London, Ont.; F. P. O'Connor, Toronto, Ont.; J. Wardropper, Toronto, Ont.; J. W. Ross, London, Ont.; Geo. S. Moffat, Halifax, N. S.; H. W. Hunt, Toronto, Ont.; Allan Ross, Toronto, Ont.; Emile Chaput, Montreal, Que.; F. W. St. Lawrence, Toronto, Ont.; C. S. F. Mitchell, Toronto, Ont.; R. W. Ganong, St. Stephen, N. B.; E. Littler, Jr., Montreal, Que.

Are You Looking Over Someone's Shoulder?



Is One Copy Enough?

- One copy of the industry's only specialized, technical magazine on information and news of interest to the manufacturer is enough for one person, yes . . . but not for the major executives of the plant. Presidents, buyers, sales managers, superintendents and their assistants should all have personal copies of their own. When somebody wishes to borrow your copy—don't take a chance on not having it returned. Instead refer him to the subscription department of **The MANUFACTURING CONFECTIONER**. You'll be doing him a favor!

Has Your Subscription Expired?

- If it has, you'd better renew it now, so you will be sure to get the **MANUFACTURING CONFECTIONER** every month. Otherwise you might miss some information of particular value to you. Just send in the coupon below, today!

Are You Keeping Up on Industry Developments?

- Production methods, materials, equipment, plant operations, packaging, distribution, sales, merchandising, industry news and developments in each specialized phase of interest to manufacturers—these and other subjects of importance enable you to keep up on industry developments thru the monthly issues of **The MANUFACTURING CONFECTIONER**.

Enter your subscription now!

The MANUFACTURING CONFECTIONER PUB. CO.
1140 Merchandise Mart, Chicago, Ill.

Please enter my subscription as indicated—
1 year, \$3.00 ☐ 2 years, \$5.00 ☐ Canadian, \$3.60 ☐

Name
Company..... Position.....
Address
City
State



Look into this •

KNOW

WHAT IS GOING ON INSIDE

your coated creams—Know that your cream centers will have just the smoothness and consistency that makes them most desirable.

*It is not smart
to take chances*

nor is it profitable to gamble on fermentation, drying and graining in cream centers—

That is why so many candy-makers use

CONVERTIT

Purified invertase of standardized activity

to make cream centers of any degree of "softness"—safely and surely.

CONVERTIT is made to meet general factory conditions and as easy to use as flavoring. Write for practical suggestions on cast or hand-roll creams.

The
NULOMOLINE COMPANY

Exclusive Distributors of CONVERTIT

109-111 Wall Street



New York

Western Office: 333 No. Michigan Ave., Chicago, Ill.



INTRODUCTION OF NEW INDUSTRIAL PRODUCTS.—A booklet covering basic questions, from the origination of the idea for a new product, through the final marketing plans. Market Research Series No. 6. Issued by the Department of Commerce, Washington, D. C.

D. & O. REFERENCE AND PRICE LIST.—Issue for August and September by Dodge & Olcott Company, New York, N. Y.

IMPROVING POWER FACTORS FOR PROFIT.—A 26-page booklet describing in detail the benefit derived from G. E. Pyranol Capacitors. Issued by General Electric Company, Schenectady, N. Y.

MAGNUS MABEE & REYNARD'S CATALOGUE & PRICE LIST.—Issued by Magnus Mabree & Reynard, Inc., New York, N. Y.

ALUMINUM COOKING UTENSILS.—An instructive pamphlet containing authentic information on the safety of aluminum utensils. Issued by Aluminum Wares Association, Pittsburgh, Pa.

MONTHLY LABOR REVIEW.—Brochure containing labor statistics. Issued by the Department of Commerce, Washington, D. C.

SCHIMMEL & COMPANY, INC., PRICE LIST Issued for August Schimmel & Company, Inc., New York, N. Y.

SOME FACTS ABOUT NEW MATERIAL HANDLING METHODS.—A colored folder illustrating equipment for efficiently moving, stacking or storing practically every article manufactured, handled or warehoused. Issued by Lewis-Shepard Company, Boston, Mass.

SELECTING A PLAN FOR COMPENSATING SALESMEN.—A booklet summarizing the results of surveys made on compensation plans in varied industries. Issued by Metropolitan Life Insurance Company, New York, N. Y.

MIXING EQUIPMENT.—A complete and informative bulletin describing Mixing Equipment. Issued by Struthers-Wells Company, Warren, Pennsylvania.

THE READCO "RANGER."—A folder describing a quality low priced high speed mixer. Issued by Reed Machinery Co., Inc., York, Pa.

LUBRICATION OF BEARINGS IN ELECTRICAL MACHINERY.—A pamphlet summarizing bearing lubrication. Issued by Imperial Electric Company of Akron, Ohio.

A CHECK-SHEET FOR THE INTRODUCTION OF NEW CONSUMER PRODUCTS.—A publication covering all the basic questions involved in the planning, production, and marketing of new consumer merchandise. Market Research Series No. 7, issued by the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.

FRITZSCHE BROTHERS, INC., PRICE LIST.—Issued for September by Fritzsche Brothers, Inc., New York, N. Y.

AUDUBON WIRE CLOTH—CATALOG NO. 42.—A catalogue illustrating the use of wire cloth. Issued by Audubon Wire Cloth Corporation, Philadelphia, Pa.

TAG INDUSTRIAL THERMOMETERS.—A brochure illustrating the use of Tag Industrial Thermometers. Issued by C. J. Tagliabue Mfg. Company, Brooklyn, N. Y.

ANIMAL AND VEGETABLE FATS AND OILS.—A booklet of statistics on production, consumption imports, exports and stocks. Issued by Department of Commerce, Washington, D. C.

Pat Taft Sues N. C. A. for Breach of Contract

PAT TAFT, former managing director of the Industrial Recovery Division of the National Confectioners' Association during the NRA regime has filed suit against the Association for approximately six months' salary which he claims is due him for the uncompleted term of his contract to serve as Managing director for one year.

Mr. Taft, a former NRA Deputy Administrator, began his duties with the Association on July 15, 1934, and was dismissed in December by the Industrial Board, headed by George H. Williamson.

It is reported that Mr. Taft is now an attorney for the Department of Justice.

John J. Ballweg Dies

JOHN J. BALLWEG, 53, founder and president of the Novia Candy Company of Brooklyn, died on Monday morning, September 2, after an appendicitis operation in the Mary Immaculate Hospital. The development of peritonitis was the immediate cause of his death.

Mr. Ballweg, who was a native of Germany, had lived in Brooklyn most of his life. In his later years he was a resident of Jamaica. Prior to his organization of the Novia Candy Company in 1916, he was a member of the partnership of Ballweg and Greenwald. Mr. Ballweg was a past president of the Association of Confectionery and Chocolate Manufacturers of New York State and was active in the National Confectioners' Association. Highly esteemed by his many friends in business, fraternal and religious circles, he was a trustee of the Hamburg Savings Bank, a member of the Knights of Columbus, Elks, the Rotary Club of Brooklyn, and the Brooklyn Chamber of Commerce. He was also president of the Holy Name Society of the Church of the Presentation of the Blessed Virgin Mary, of Jamaica, at which church funeral services were held on September 5. Burial in St. John's Cemetery followed.

Surviving Mr. Ballweg are his widow, four children, three brothers and two sisters.

Mr. Ballweg was widely known in the industry for his chairmanship of the N. C. A. exposition committee, which position he had held in connection with annual conventions of recent years. His congenial personality will long be remembered by all those who knew him. His death removes one of the most highly respected men in the industry.


WERTHY
RIBBONS

W-E-R RIBBON CORP.

Successor to
Wertheimer Ribbon Corp.
38-42 East 29th Street
NEW YORK, N. Y.

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Gauze Ribbons - Tinsel Ribbons
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SIMPLEX CHOCOLATE MOULDS

Manufactured by
"Walter" since 1866

Scientifically designed to eliminate breakage. Best construction—easiest to mould. Higher finish to moulded chocolate. Excellent service. Attractive prices. Catalogue and prices cheerfully sent upon request.

Simplex Confectionery Mch. Co.
Sole Agents
15 Park Row New York, N. Y.

HIGHEST QUALITY
► **GUMS** ◀

TRAGACANTH
Also ARABIC, AGAR,
HOREHOUND HERB and
EXTRACT, BLACK WALNUTS,
Etc.

Send for our catalog of 900
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**DATES—FIGS
CITRON—CURRANTS
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SEPTEMBER 1935						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER 1935						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

The CANDY MAN'S CALENDAR

September			October		
9th Month			10th Month		
30 Days { 4 Saturdays			31 Days { 4 Saturdays		
{ 5 Sundays			{ 4 Sundays		
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
2	M	Labor Day. Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago. —Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.	2	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.
4	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.	3	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)
5	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)	4	Fr	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.—Monthly meeting Wolverine Candy Club, Norton Hotel, Detroit, Mich.
6	Fr	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.—Monthly meeting Wolverine Candy Club, Norton Hotel, Detroit, Mich.	5	Sa	Bi-monthly meeting St. Louis Candy Sales Assn., American Annex Hotel, St. Louis, 12:30 noon.
7	Sa	Bi-monthly meeting St. Louis Candy Salesmen's Assn., American Annex Hotel, St. Louis, Mo.	7	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago. —Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.
9	M	Cities observing Sweetest Day in October should be well stocked.			Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
10	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.	8	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
11	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.	9	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
13	Fr	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.	17	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month)—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
16	M	Bi-monthly meeting Chicago Candy Club, Medinah Club, Chicago.—Annual meeting, Southern Wholesale Confectioners' Assn., Savannah, Ga.	20	S	Annual meeting American Bakers Assn., Hotel Sherman, Chicago, Ill.
17	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.	21	M	Bi-monthly meeting Chicago Candy Club, Maryland Hotel, Chicago.
20	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month)—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.	22	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
21	Sa	Bi-monthly meeting St. Louis Candy Salesmen's Assn., American Annex Hotel, St. Louis, Mo.	25	Fr	Bi-monthly meeting, Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
25	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.	26	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.
26	F	Be ready with your Hallowe'en Novelties—only a month away.	28	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.
28	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.	31	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.
30	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.			

